

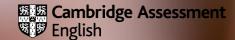
ieltsprogresscheck.com



# **IELTS Progress Check**









Official Partner Online IELTS practice test



Prompted and recorded Speaking test



Results released within 5 working days



Detailed feedback report with indicative band scores



Initially 3 IELTS Academic 2 IELTS General Training practice tests



# What is IELTS Progress Check?

- IELTS Progress Check is an official online practice test for test takers, marked by official IELTS experts.
- **IELTS Progress Check** is designed to offer new test takers an experience of the test and clear indication of how they will do in the real test. It also helps repeat test takers by offering a lower cost practice alternative with feedback on scores and performance.
- Choice of IELTS Academic and IELTS General Training, covering all four skills.
- Upon completion of the IELTS Progress Check, customers receive an official feedback report, which
  includes an indicative band score for each skill and an overall indicative band score.
- The detailed report is several pages with specific feedback for each band score with hints and tips from IELTS markers.
- IELTS Progress Check is aligned to the IELTS standards and represents both the variety in difficulty and item
  format that test takers may see on an IELTS test



# **IELTS Progress Check**

#### **IELTS ACADEMIC**

From \$59.95 CAD\*

FULL PRACTICE TEST ONLINE

FULLY MARKED WITH INDICATIVE BANDSCORES FOR ALL SKILLS

OFFICIAL FEEDBACK THAT HELPS YOU IMPROVE FOR NEXT TIME

OFFICAL FEEDBACK THAT YOUR TEACHER CAN USE TO HELP YOU

GET HINTS AND TIPS FOR EACH TEST SECTION

**BUY NOW** 

#### **IELTS GENERAL TRAINING**

From \$59.95 CAD\*

FULL PRACTICE TEST ONLINE

FULLY MARKED WITH INDICATIVE BAND SCORES FOR ALL SKILLS

OFFICIAL FEEDBACK THAT HELPS YOU IMPROVE FOR NEXT TIME

OFFICAL FEEDBACK THAT YOUR TEACHER CAN USE TO HELP YOU

GET HINTS AND TIPS FOR EACH TEST SECTION

#### **BUY NOW**

- IELTS Academic
- IELTS General Training

#### Covers all four skills

- Reading
- Listening
- Writing
- Speaking

### Multiple practice tests to choose from

- At launch
  - 3 Academic & 2 General Training
- By September 2018
  - 4 Academic & 4 General Training

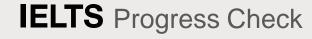
\*Please refer to the next page for a breakdown of prices



Choice of two practice tests

# **IELTS Progress Check**

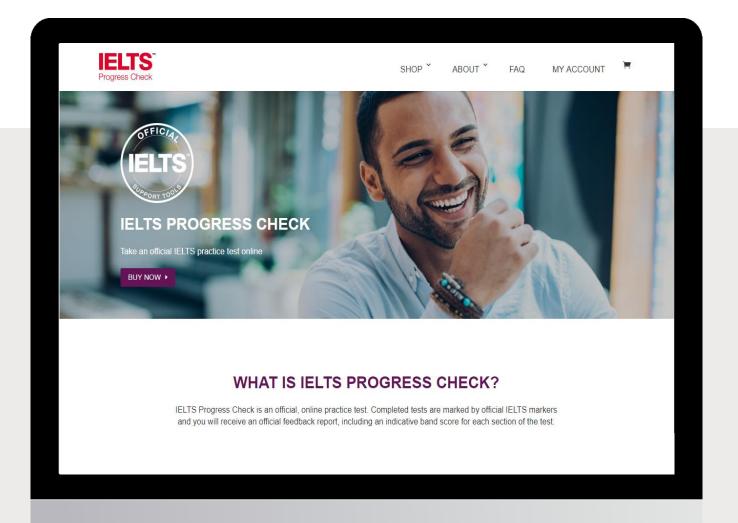
Province	Price inclusive of Tax (CAD)
Alberta	\$ 59.95
British Columbia	\$ 59.95
Manitoba	\$ 59.95
New Brunswick	\$ 65.65
Newfoundland and Labrador	\$ 65.65
Northwest Territories	\$ 59.95
Nova Scotia	\$ 65.65
Nunavut	\$ 59.95
Ontario	\$ 64.51
Prince Edward Island	\$ 65.65
Quebec	\$ 65.64
Saskatchewan	\$ 59.95
Yukon	\$ 59.95



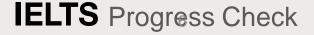


# **Key Features**

- Delivered completely online
- Online purchase options
- Can be taken on the following:
  - Desktop
  - Laptop
  - Tablet (iOS app required)
- Includes all four skills
- Detailed feedback report including:
  - Indicative band scores
  - Marker comments
- Choice of 5 practice tests
   (3 Academic, 2 General Training)
- Not timed unlike the real test









# **Key Benefits**

Convenience - Online practice tests can be accessed at the preferred time and place

Easy payment process - Provides instant access to the online practice tests

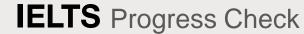
Preference of device - Test takers have the choice to use multiple devices

Choice of two tests - Provides test takers an option of choosing the most appropriate one

Not time sensitive - Unlike the real test the practice tests aren't timed

**Authentic experience** – Practice tests follow the IELTS test format and question types. The practice test is suitable for both paper and computer-delivered IELTS test takers

**Detailed feedback** – Report provides an indicative overall band scores and detailed feedback for each skill including individual marker feedback for both Writing tasks





#### **Testimonials**

IELTS Progress Check launched in Australia in mid 2017.

The product has been very well received by users.

"It's very close to the real exam"

"I think it is actually really good for someone who hasn't been through the test before"

> "It is good for anyone who is interested in IELTS"



Sunny, IELTS Progress Check user from China <a href="https://youtu.be/5mVte1bUKSI">https://youtu.be/5mVte1bUKSI</a>



Beatrice, IELTS Progress Check user from Columbia <a href="https://youtu.be/OOy09EkgYwU">https://youtu.be/OOy09EkgYwU</a>



Catalina, IELTS Progress Check user from India https://youtu.be/GJ6IJnPKGoQ









#### IELTS Progress Check

A low stakes online practice test for IELTS

#### Price from \$59.95 CAD

Price is inclusive of GST

Priced at a premium due to the level of feedback provided

#### Launch marketing

Collateral available for websites and digital campaigns

### Available online in specific countries

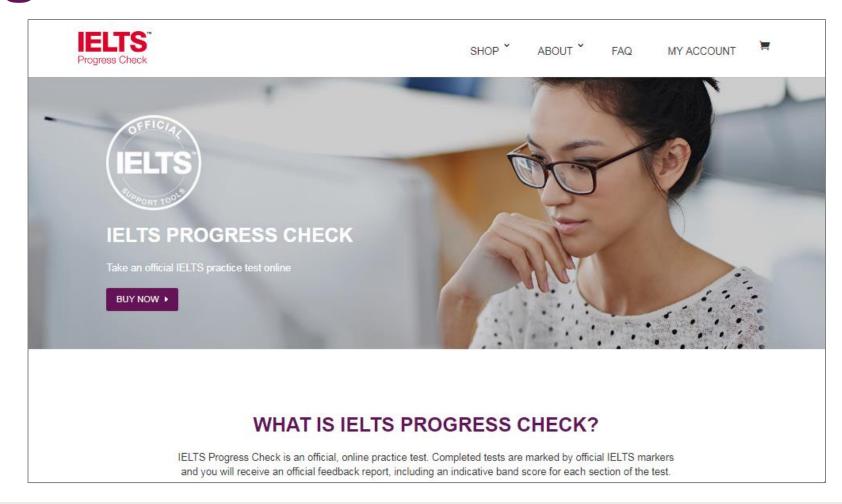
Geo-limited\* to ensure only taken by residents in approved countries





# **IELTS Progress Check website**

- The IELTS Progress
   Check is hosted
   through the landing
   page shown (right)
- The purchase of the practice tests can be made through this landing page which will provide you access to the IELTS Progress Check dashboard





### Customer Journey in brief

A seamless journey

#### e-commerce portal



Hear about **IELTS Progress** Check through web or social media



Create account and purchase **IELTS Progress** Check on ecommerce portal

Can click to go straight to the test



Receive an email with a code to log > into test portal



Test portal

Take the test

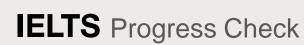
View the

results and

download PDF



Book an **IELTS** test







#### WHAT IS IELTS PROGRESS CHECK?

ISLTS Progress Check is an official, online practice test. Completed tests are marked by official ISUTS markers and you will receive an official feedback report, including an indicative band score for each section of the







Hear about IELTS Progress Check through web or social media



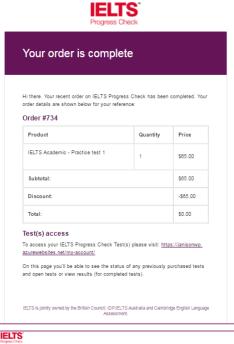
#### OFFICIAL PRACTICE TESTS, OFFICIAL FEEDBACK,







IPC on e- commerce portal

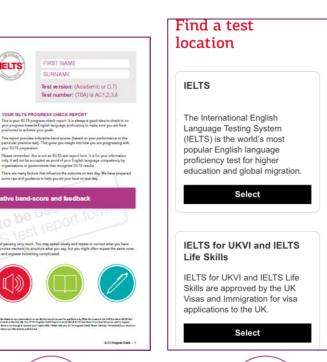




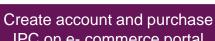


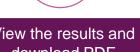
Receive an email to log into test portal or you can click to go straight to test

View the results and download PDF



Book an IELTS test at a location near you





FIRST NAME

YOUR IELTS PROGRESS CHECK REPORT

Test version: (Academic or G.T)

Test number: (TBA) ie AC1,2,3,4

**IELTS** 

Progress Check







- Laptop/PC with microphone
- iOS Tablet
- Internet Connection
- Supported Browser (Chrome, Firefox)

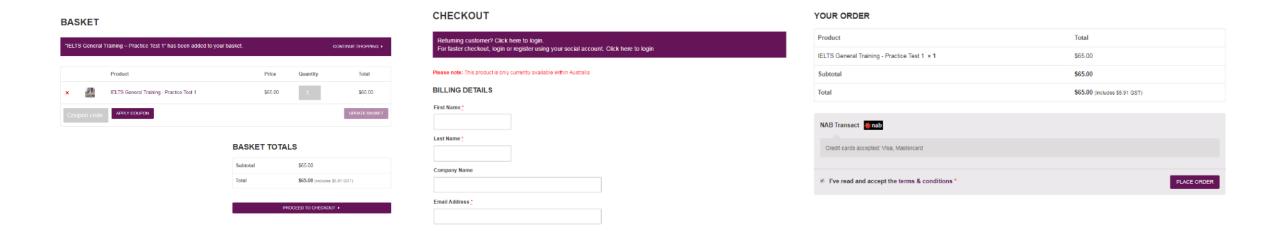


### Purchase in three easy steps

1. Add to basket

2. Create an account

3. Place your order



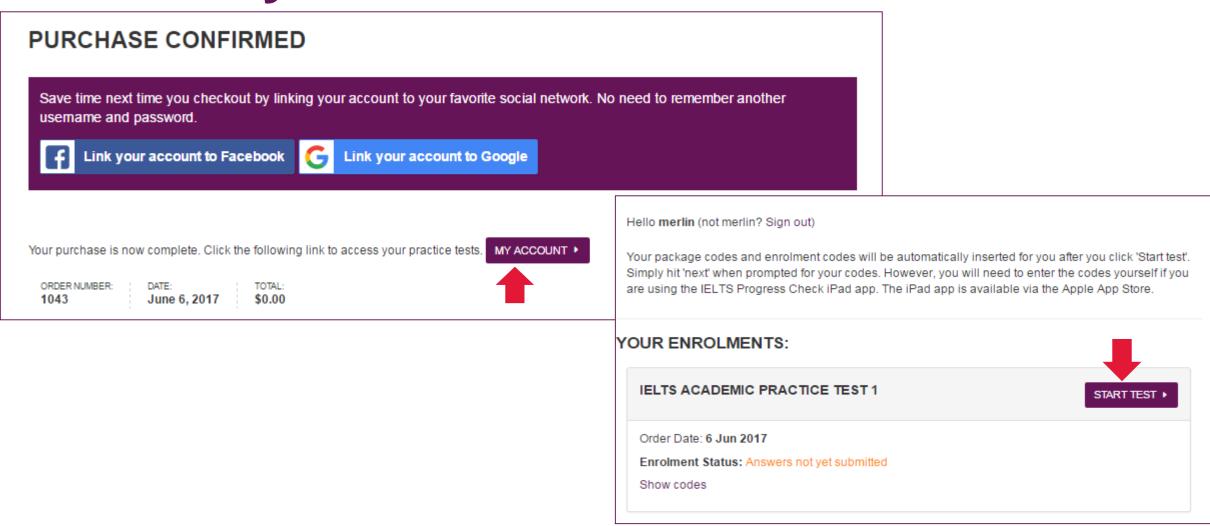
Account creation is required during purchase.

Customers can log in to access purchased practice tests and feedback reports.



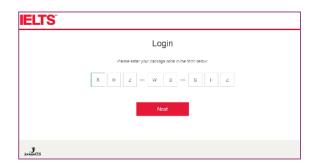


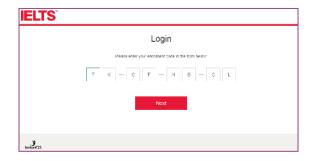
## Click My Account to start test



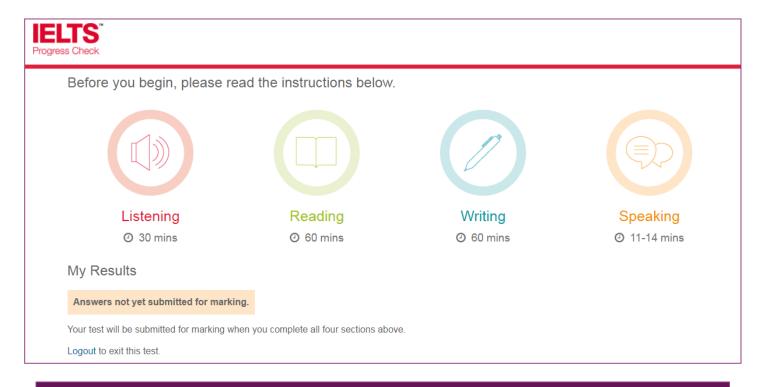


### **IELTS Progress Check Dashboard**





Two layer authentication feature

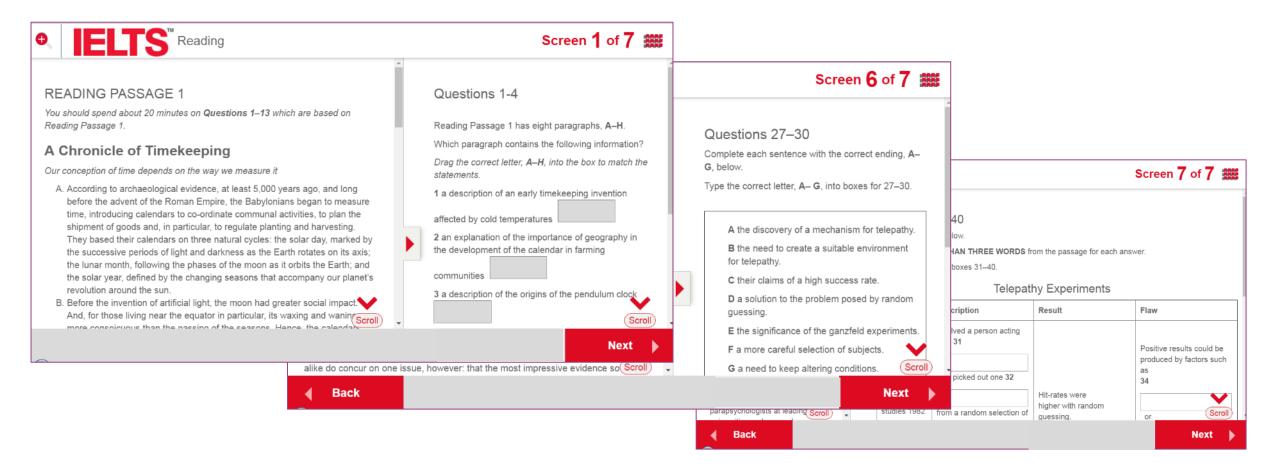


Select the test that you want to start with by clicking on the word or icon. The icons will become colored as each section is completed and submitted



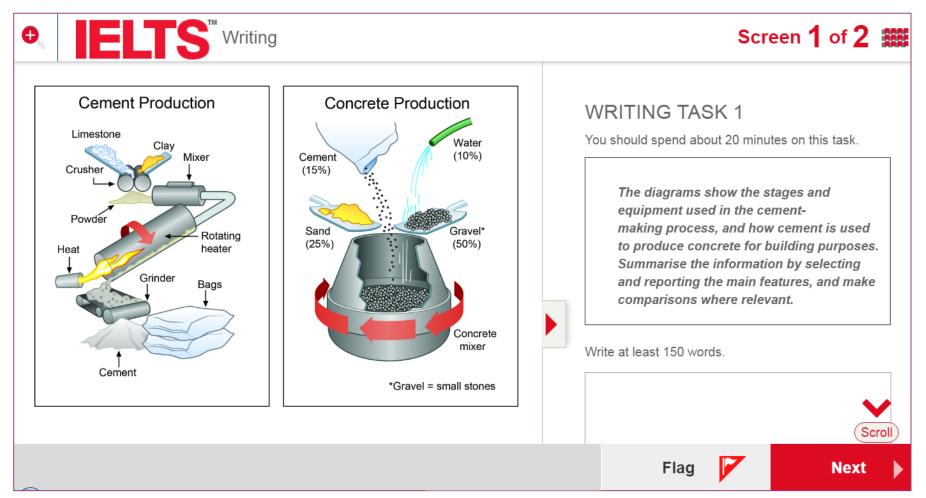


## The Reading test



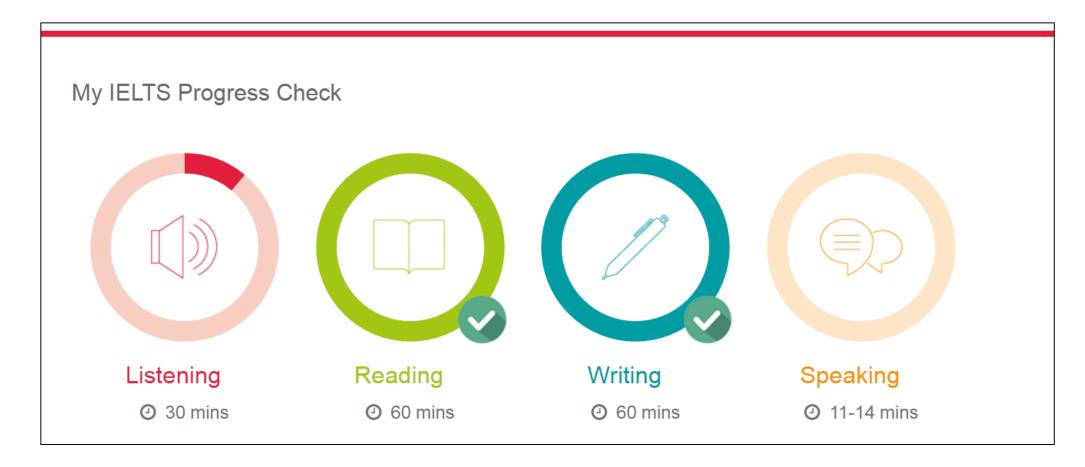


## The Writing test



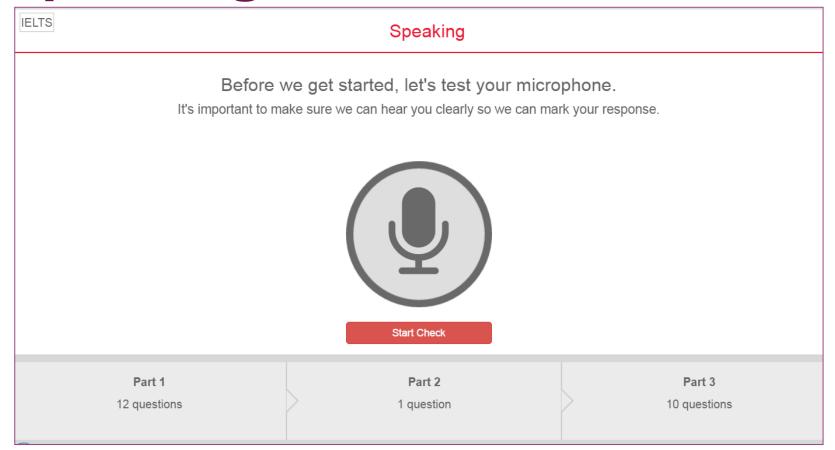


### Dashboard updates automatically





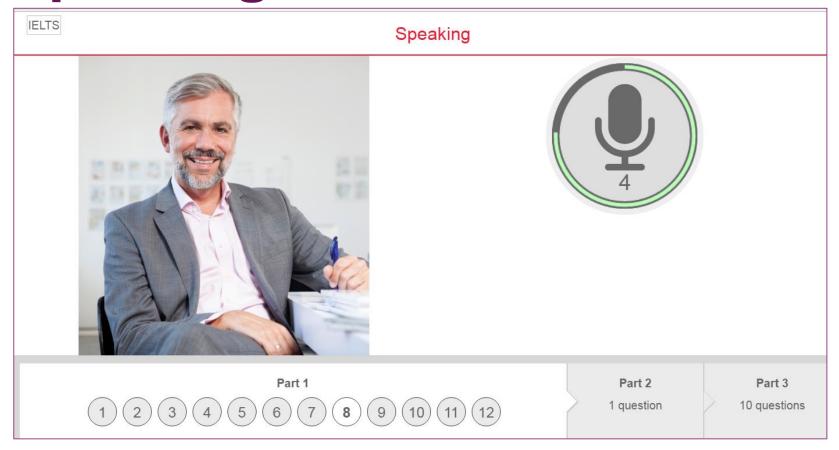
### The Speaking test



Microphone check is conducted at the start of the Speaking test.



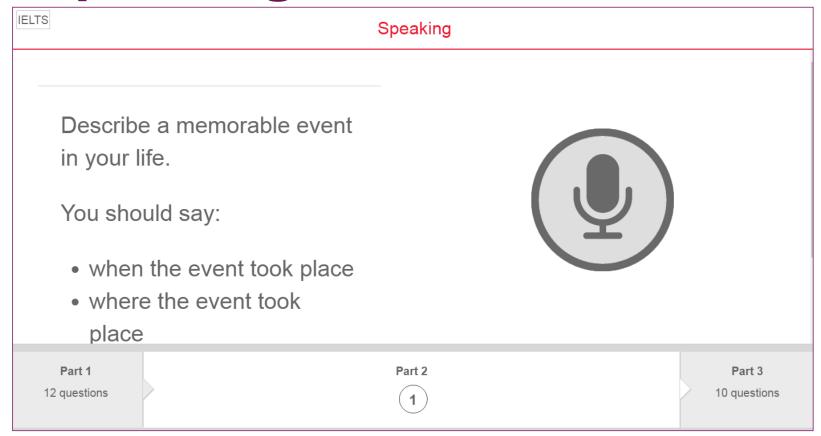
### The Speaking test – Part One



The Speaking test starts automatically and you can see the time you have left to respond to each question.



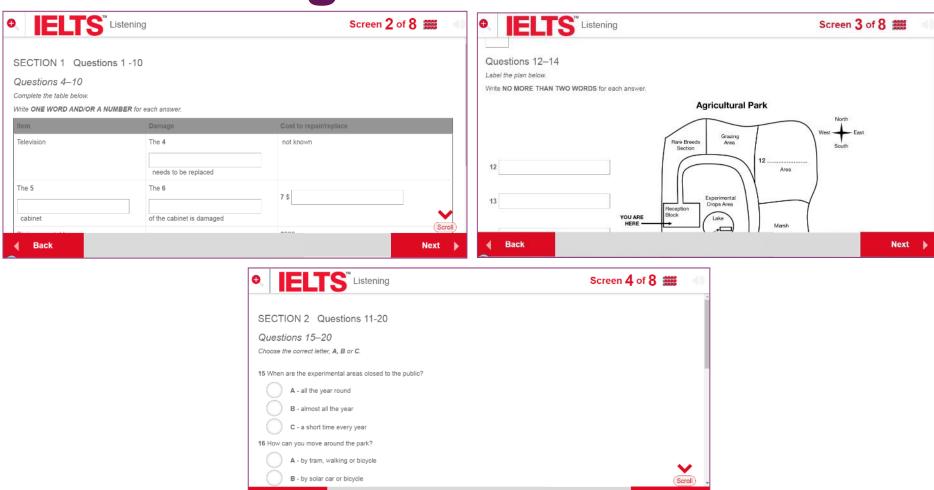
### The Speaking test – Part Two



You have one minute to make notes before commencing to speak

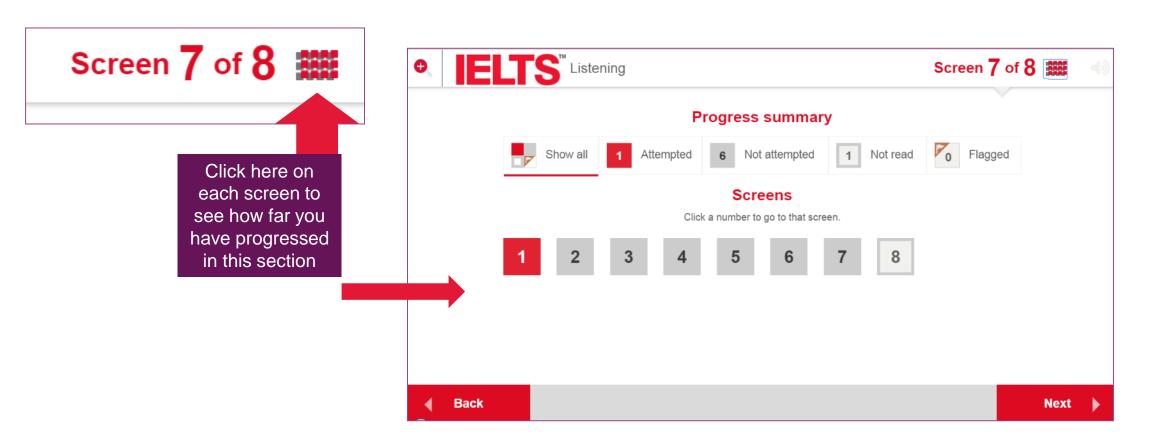


### The Listening test



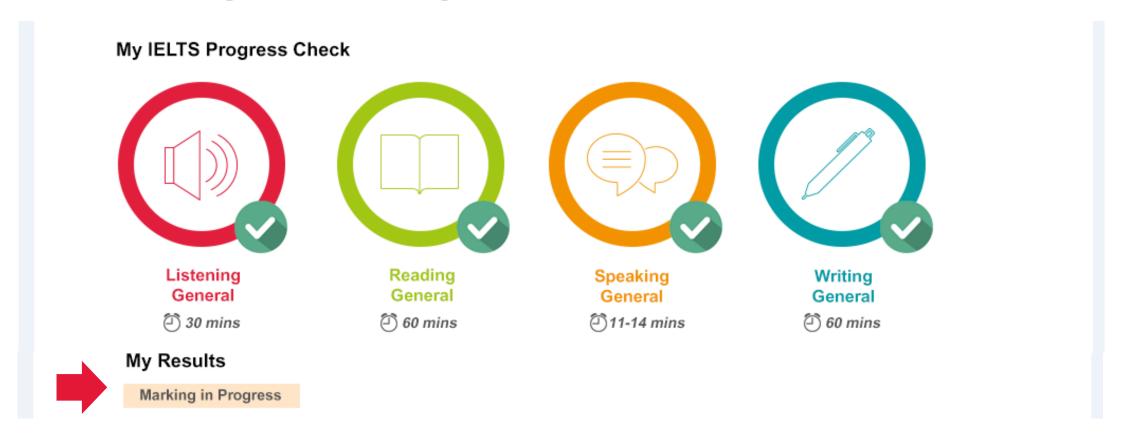


### Summary page for each skill





### Marking in progress upon completion



All four sections of the practice test must be submitted in order for marking to commence



### Results and feedback report



LAUREL

SCOTT

Test version: IELTS General Training
Test number: general-training-1-r2



#### YOUR IELTS PROGRESS CHECK REPORT

This is your IELTS Progress Check Report. It is always a good idea to check how far you've progressed in improving your English to make sure you are best positioned to achieve your goals.

This report provides indicative Band Scores (based on your performance in this particular practice test). This gives you insight into how you are progressing with your IELTS preparation.

Please remember that this is not an IELTS Test Report Form. It is for your information only. It will not be accepted as proof of your English language proficiency by organisations or governments that recognise IELTS results.

There are many factors that influence the outcome on test day. We have prepared some tips and guidance to help you do your best on test day.

Results can be viewed online or downloaded PDF.

Mobile responsive results to enable users to read their results on their phone

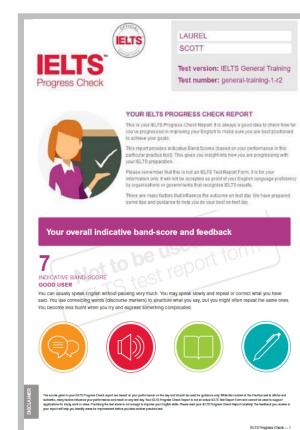




#### Results and feedback

#### **Detailed feedback report**

- Indicative overall band score
- Indicative band scores for each of the four sections
- Individual criteria feedback for Speaking & Writing
- Specific notes from the marker on Writing task 1 & 2
- Advice on how to improve
- General hints and tips on how to do well on test day



#### READING TIPS

- When you come to reading the passage, read it quickly the first time in order to get a general idea of what it's about. Don't
  worry about words you do not understand. Then read each question again to remind yourself which parts of the passage you
  will need to read again in detail.
- The Reading passages always contain the information you need to answer the question. You won't have to use your own knowledge of a topic
- If there are questions you cannot answer, leave them and move on to the next question. This will help you to stay calm and positive. Go back to those questions at the end, if you have time
- If you are asked to label a diagram, you will find the words you need in the text. Be sure to copy them carefully from the tex with the correct spelling.

#### HOW TO IMPROVE

Improve by reading everyday texts on more topics. Pick ones where you don't know all the words. Try to understand the text, guessing if needed, Try also to see how sentences beside each other are related. Afterwards, look up the things you don't understand so that you

Also try to read texts where you need to find specific information, such as in notices, timetables and catalogues. You have strategies for finding information quickly in your own language. Use the same strategies to find the important information as quickly as you can.

#### **Writing: Task Two**

#### WRITING: TASK TWO - TASK RESPONSE (25%)

You may have addressed only part of the task. The format may be inappropriate at times. That is, you might not have always used full sentences. You might not have clearly developed a position (your own viewpoint), or come to any conclusions. Some of your ideas may not be developed. Doing any of these things will limit your score to a band 5 for this criterion.

#### **HOW TO IMPROVE**

Practise writing to give information and make arguments. Make sure you cover all the points that need to be covered, providing supporting ideas and details. Reread your work and see if you can make your points clearer. Is the ordering of your ideas logical? Sometimes, rearranging them can make things clearer. You can also try joining up or separating sentences, using the right connecting devices, and changing where you divide your paragraphs.

Continue to develop your vocabulary. Words can be similar in meaning but differ in formality, in their tone, and in their implications. Focus on learning the best words to use for the writing task, the situation, and what you want to say. Challenge yourself by producing sentences that are more complex. If you make mistakes with them, don't worry too much; just check and see how you can fix them.



#### **Customer Service**

- Designed for the user to self help via <u>FAQ's</u>
- All customer contact is via the <u>Contac Us form</u> online
- This is a common approach to service delivery today

#### Service offering includes:

- Contact Us
  - Payment enquiries (I bought the wrong test)
  - Technical enquiries (my browser doesn't work)
- <u>FAQ's</u> Comprehensive self help

Other examples of low touch self help customer service:

https://help.uber.com/ https://www.airbnb.com.au/help





Product experience in Australia shows there are very low rates of user enquiries for IPC

- Built in
  - Equipment checks
  - Browser checks
  - Use instructions







**IELTS** 

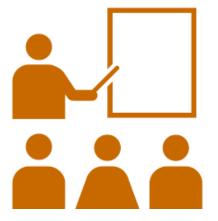
### **Target Markets**



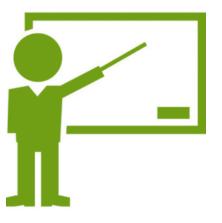
First time test
 takers who want to
 learn about the test
 and have an
 authentic practice
 experience



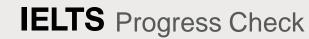
Repeat test takers
 who are keen to
 check on their
 IELTS progress
 before sitting the
 next test



 English language learners who want to understand how they are progressing with their language learning



 English language schools/teachers to check if learning outcomes are being achieved, and potentially may want to use this as a placement test





#### **Test Centre Promotional Assets Available**

#### **Test Centre marketing toolkit**

- Product explainer video
- Testimonial videos
- A2 Poster
- A6 Postcard & A4 flyer
- Pull-up Banner
- Animated Web Banners
- Social media assets
- Powerpoint slide inserts
- Example Web copy

#### **Digital Signage**

 Designed for in office display and can be resized according to your specifications

#### **Email Template**

 Designed in mailchimp to be shared with current database in ORS by the regional marketing team to test takers





Official IELTS practice tests





**Check your IELTS progress** 







**Sample Web Banners** 



### How to use the promotional assets?

- 1. Display marketing collateral and signage at your Test Centre/Office
- 2. Use the website copy to provide information online
- 3. Provide attendees marketing collateral at events
- 4. Share in **IELTS** Information sessions
- 5. Send out information to subscribers in your **newsletters**



### How does it compare?

#### IELTS Progress Check provides quality feedback

- IELTS Progress Check has premium positioning due to level of feedback
- Test takers receive a detailed multipage report
- Specific feedback from markers for both Writing tasks

#### IELTS Progress Check offers a competitive advantage

- Competitors offer online practice tests
- Competitors don't provide the same level of comprehensive feedback



### So why would a test taker buy it?

- It is an official online practice test product made by the IELTS Partners so test takers
  can trust it
- I can quickly & easily understand what my indicative band score is well in advance of the test and without having to pay an IELTS test fee
- I get official feedback from the marker that helps my English language teacher and I see where I need to improve
- I can do it at any time of the day or night that suits me
- I will get my results and feedback in 5 working days



# Questions?

# Thank you