

Case Study



How the
Pasifik Turkey SELT Centres
offered their clients a better
service with PSI



“ You can get set up in one day. With PSI, everything is online - so it's much easier than other SELTs. ”



Kemal Yildiz has been running the Pasifik Turkey SELT Centres in Istanbul for 23 years. In that time, he has helped countless numbers of people to fulfil their dream of moving abroad to work or study.

But it's not a straightforward goal. Moving to the UK can be a complicated process for someone from Turkey. There are visa requirements to be fulfilled and lots of paperwork to process.

Passing a Secure English Language Test (SELT) is an important part of a successful visa application. This is where PSI stepped in to help.

Helping others follow in his footsteps

Kemal started his agency after he returned from Canada. His ambition was to help other Turkish people move abroad, just as he had done. At first, his agency was focused on education consultancy. It helped young Turkish students to study in universities all over the world. In order to apply for their student visas, they had to sit a SELT.

After a few years, Kemal decided to expand his business to include English testing. In doing so, Kemal hoped that he'd be able to offer his clients the smoothest experience possible. With this expansion, his agency was a one-stop shop for Turkish citizens who needed to apply for a visa in order to work or study in the UK.





The challenges of SELTs before PSI

But it wasn't all plain sailing. Even once Kemal had brought the testing process in-house, he still faced problems with the way the tests were scheduled, and the wait for results.

Most SELTs require test takers to sit the test in two separate sessions. "This was an issue for test takers," explains Kemal.

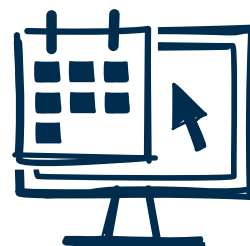
"In some SELTs, such as IELTS, the speaking part of the exam can be up to a week after the rest of the exam. But many of our candidates come from outside Istanbul. They fly here from other cities in Turkey – so if they can do the test in one sitting, it's much more convenient for them, instead of having to travel here twice."

The other frustration Kemal had with the available SELTs was the long wait for results. He wanted his clients to be able to move ahead with their plans as quickly as possible after sitting their English language test.

"Workers need a job offer before sitting a SELT for the UK skilled worker visa," Kemal explains. "So, it's important for them to sit the test and get their results as quickly as possible." That way, they don't have to contend with added stress and uncertainty during a long wait for test results.



PSI offered Pasifik a streamlined test service – and an easy setup



So, when Kemal discovered the PSI *Skills for English* test two years ago, it seemed like the answer to his problems. “PSI had this big advantage over the other SELTs,” he says. “Test takers can sit all the parts of the exam – speaking, reading, writing and listening – in one session.” This was a game changer for Kemal’s clients, and he was keen to partner with PSI in order to offer a more streamlined test service.

Compared to other SELTs, the setup was very simple and didn’t require Kemal to make a lot of changes at his testing centre. With previous SELTs, Pasifik had been required to set up a server, as those exams needed software hosted on the server, which cost a lot of money.

However, with PSI the process was quick and easy. “The requirements are very low,” Kemal explains. “PSI’s test is cloud-based. So, all you need is a desktop computer and an internet connection. It’s very, very easy.”

All Kemal did was buy a couple of extra desktop computers and he was ready to go. “You can get set up in one day,” he says. “With PSI, everything is online - so it’s much easier than other SELTs.” Now Kemal was ready to offer his students a complete English test that they could sit in one session, doing away with the need for multiple visits to the test centre, or even to Istanbul for clients from other cities.

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How Kemal and PSI built a **positive working relationship**



Over the last two years that Kemal has been using *PSI Skills for English* at his test centre, he's built a strong relationship with the company. "PSI is always open to recommendations," he says. "They were flexible on how we priced the tests, which was good. They listened to us."

Kemal has partnered with dozens of schools and education companies during his career, but he hasn't always found the same level of responsiveness. With PSI, he has found that the team is always open to hearing his comments. "PSI always welcomes feedback," Kemal says.

The other thing he has noticed is the continuous improvement of PSI's services. "For example, two years ago, when we first partnered with PSI, our clients would get their test results within two weeks," he explains. "But now, we get the result in 24 hours. Sometimes, it's even on the same day. The candidate finishes the exam, they leave the centre, and the results come in."

Kemal would recommend PSI to other test centres without hesitation. "They're very good to work with," he says. "When we have feedback for them, they take it on board and improve their service."

“ PSI is always open to recommendations ”

How PSI helps people to change their lives

Kemal thought he was looking for the impossible: a test which would allow him to quickly move forward with visa applications for his clients, so their dream of working and living in the UK wasn't being held up by paperwork requirements. When he first learned about PSI, he realised that it met his requirements:

- Technical specifications which were simple and quick to fulfil
- A test which candidates sit in one session
- Results which are released quickly
- A fair, consistent and accurate reflection of candidates' English skills

Thanks to PSI, Kemal was able to make the English testing part of the visa application a lot more straightforward. After all, when clients are preparing to start a new life overseas, there is a lot to think about and organise, so removing the stress around language testing was a big win.

"My favourite part of my job is when my clients receive their results, and see that they've passed," Kemal says. "It's so rewarding to see people achieve their dreams of working and studying in the UK."





Work with PSI

We are proud to be helping Kemal and the Pasifik Turkey SELT Centres team to change people's futures. Contact us to find out more about how to implement the PSI *Skills for English* test in your business.

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