



2022

# Driving Student Enrollments



# Student Engagement

HAVE YOUR ENGAGEMENT METHODS CHANGED SINCE THE PANDEMIC?



## WHATSAPP AND LIVE CHAT

ENGAGEMENT PREFERENCES HAVE SHIFTED. STUDENTS WANT TO CHOOSE HOW THEY COMMUNICATE.

→ **233% INCREASE** in use of WhatsApp and Live Chat in 2021.

→ Offer to enrollment conversion for international students **3.5x HIGHER** when WhatsApp or Live Chat is used.

→ CAS/VISA questions dominate.



## Tips for optimizing your Live Chat

ENGAGING INTERNATIONAL STUDENTS VIA LIVE CHAT IMPROVES OFFER TO ENROLLMENT CONVERSION



**#1** Signpost to your Live Chat on every international recruitment web page.

**#2** Give your team a repository of answers to FAQs to resolve enquiries quickly as a real-time engagement channel.

**#3** Create protocols for how and when you will respond to enquiries sent via Live Chat after hours

**#4** Send automated out-of-hours replies to students to tell them when and how they can expect a reply.

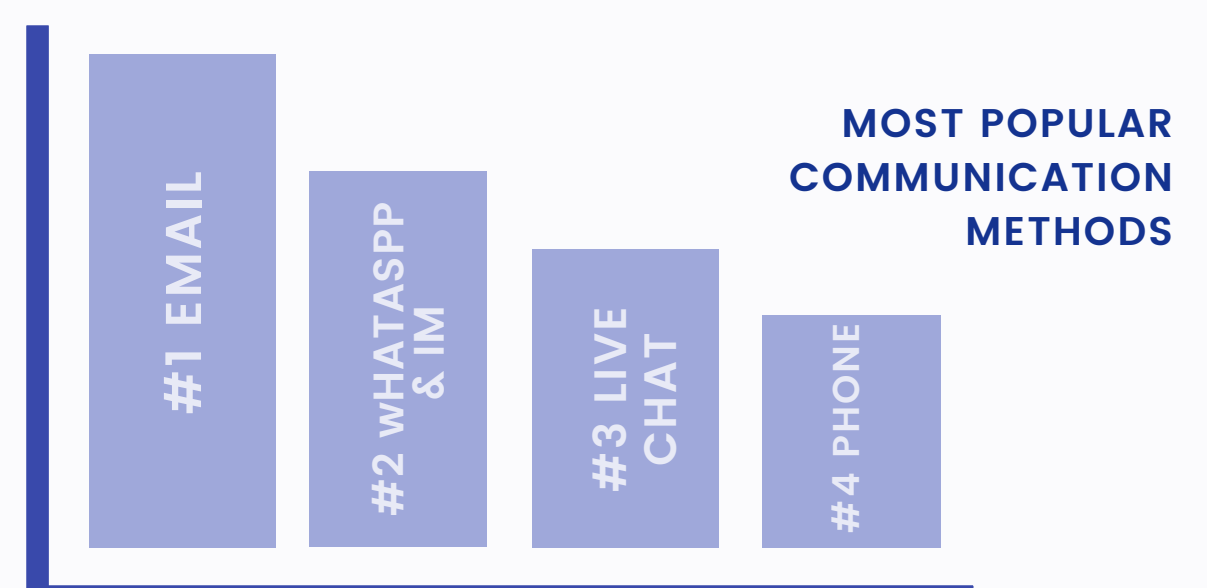


# 83%

of students said they expected a response within 24-hours when communicating with prospective institutions.

## The Clock is Ticking

HOW QUICKLY DO YOU EXPECT TO RECEIVE A RESPONSE FROM A POTENTIAL INSTITUTION?







# 2022 DRIVING STUDENT ENROLLMENTS

Source: UniQuest Student Insights

## Webinar attendance improves conversion

Our data shows high conversion rates for webinars which are programme-specific topics.

Webinars have continued to perform strongly following the impact of COVID-19.

Our advice is to *avoid* hosting webinars on Fridays, which is the least attended day of the week for webinars.

## The importance of proactive outreach

If you want great relationships with your students, you can't just wait for them to come to you.

Responding to all enquiries in a timely manner is just part of the puzzle. Remember - **students expect a response within 24-hours.**

Making sure you have consistent and proactive outreach to nurture student interest is absolutely essential to fostering two-way conversations and ultimately increasing your offer conversion rates.

Our 2021 enrollment data shows using an omni-channel approach doubles conversion rates from offer to enrollments.

## Email is far from dead

International offer holders still use email more than any other channel to contact universities.

In 2021/22, data showed **49% of all inbound communication was via email.**

## Being accessible everywhere remains key

To create a dialogue with students you have to be available to meet them *wherever* they are – online or offline.

It is important for your institution to allocate team members and resources to cover the range of channels students use to get to know a university.

This includes on channels such as:

- Phone
- Email
- Live Chat
- Instant messaging apps like WhatsApp, WeChat and Facebook Messenger
- Video conferencing
- Digital forms on your website
- At events and conferences.

Want more insights?

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# Increases in Nigerian and Asian markets

CONVERSION RATE INCREASES SEEN ACROSS TOP MARKETS

By UniQuest

**UNIQUEST**  
Part of Keystone Education Group

In an industry driven by data and figures, we are constantly trying to decipher where our next leads will come from and where we might find prospectus students.

In our recent data analysis, we found that our markets in Nigeria and India continue to outperform the others in the offer to enrollment field.

India has had a 10-15% increase in conversions in 2022, while we have seen a 17% increase with Nigerian students. This is compared to rates of 9% and 14% in 2021.

And as conversion rates improved, so did enrollments. In Nigeria, our data has shown a staggering 255% increase in enrollments to global institutions.

China is another high performing area for enrollments and has seen a 94% increase in the same period, with Pakistan showing a 89% increase. India has also performed strongly in this area with a 54% increase, and Bangladesh has had a 47% rise.

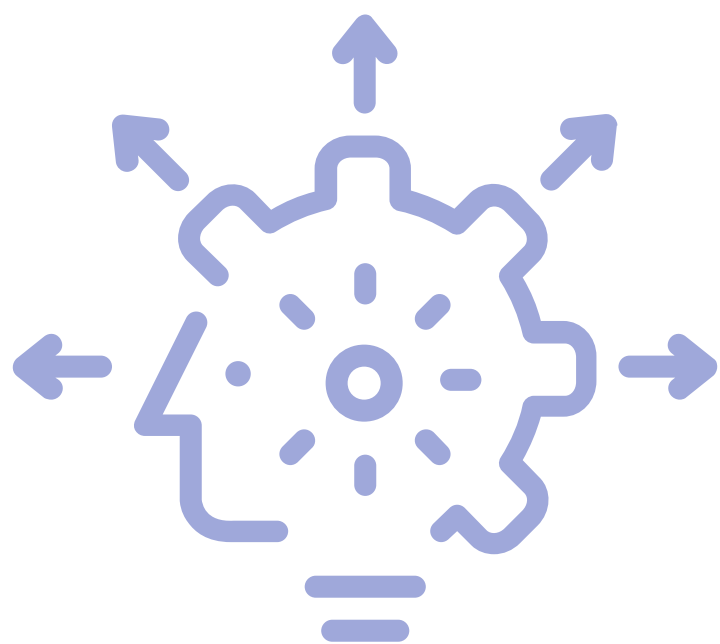
There is huge potential with these markets and this is where your communication becomes a game changer or a game decider for prospective students.

WhatsApp dominated the communication channels for Nigerian and Indian students so you need to ensure you are on-hand to answer questions and nurture those all important international leads.



# Are you ready for student growth?

## OUR ADVICE ON THE '5Cs' OF STRUCTURING FOR STUDENT CONVERSION GROWTH



### CAPABILITY

Now you have nailed on converting leads into prospects, you need to consider if you have the staff, expertise and

technology to assist and proactively encourage every prospective student across the full recruitment journey?

**Check that there are enough hands-on-deck to serve the volume of students you're generating interest from.** You will need experts who specialize in:

- Email marketing automation and optimization
- Student service
- Data analytics
- Market analysis
- CRM implementation, integration and adoption

To empower your teams to do their best, are you supported by user-friendly technology that drives efficiencies in your channel marketing activities?

Technology that's easily customized to suit your unique needs, allows you to get a complete picture of the student journey and reports data in a way that's easy to digest so you and your teams can make strategic decisions confidently.

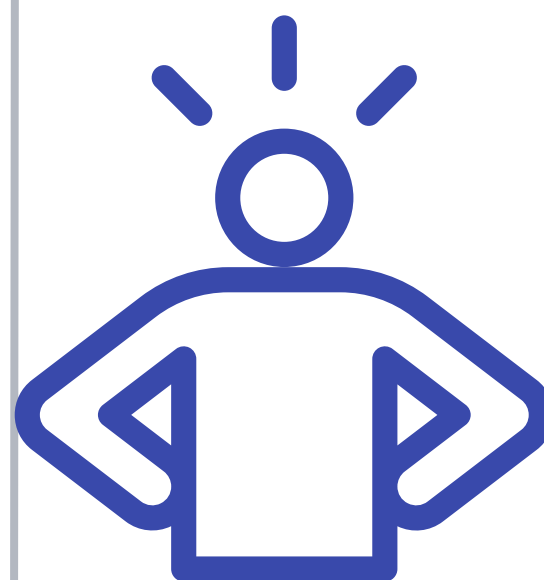
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### CONFIDENCE

Do you know how to stay ahead? **The global higher education environment changes every day** and you need to keep an eye on current events and trends that will influence your enrollment.

This year for example, we analysed, on behalf of our client, the impact of currency fluctuations on student demand.



Monitoring these macro trends in parallel with your own performance will enable you to better predict demand and forecast future enrollments.

### CONTROL

Do you have a consistent and reliable view of performance? **Knowing how your teams are performing and being able to keep up to date easily is key.**

Having access to performance data through dashboards and being able to stay informed without getting bogged down in cumbersome spreadsheets or meetings will ensure you maintain control of your growing numbers.





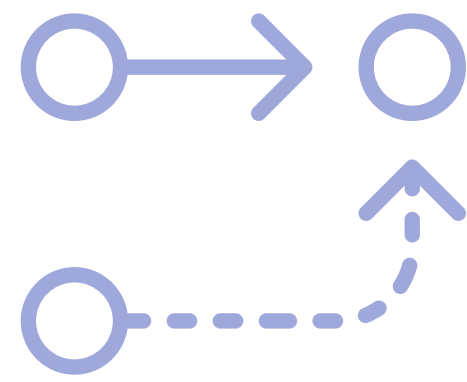
## COST

Do you know how much it costs to recruit your students and what sources are most effective?

Most universities get only a fuzzy view of their cost per enrolled student and which marketing channels produce the most enrollments.

In our conversations with university recruitment and marketing teams, we hear that often what limits the picture is that student data is split across various systems, so it's difficult to piece together students' paths to enrollment.

As competitive as the higher education landscape is today, you need to invest in the right places. Adopting a platform that hosts all student data from the first student interaction through to enrolling will be key to getting a complete handle on what works and what doesn't.



## CONVERSION

Do you have a clear understanding of your conversion performance?

Is conversion optimized at each stage of the enquirer, applicant and offer holder journey?

This is where the 'Capability' imperatives described earlier really come into play.

Students have different priorities, concerns and preferences at different points along their journey. Understanding student needs and delivering personalized messages via the right mix of communication channels and at the right time is crucial to getting them to progress to the next stage in the journey.

This requires universities to hit the mark when it comes to resource, technology and processes.

Want to boost your student enrollment in 2022?

# Talk to us.



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