



 ENROLLMENT SOLUTIONS

About us

QS Enrollment Solutions provides a premium quality lead and offer management service that can put your student recruitment operations at par with some of the global leaders in higher education.

- University and college admissions offices depend on QS Enrollment Solutions' suite of tech-enabled services to manage the entire student lifecycle with its deep expertise, robust technology and rapid scalability to deliver greater connectivity to students and to increase applications and offer conversion/enrollments
- We are the market leader in Australia and the UK, serving nearly 50 education institutions pursuing prospective students across the globe. In 2017, QS has established relationships with Universities in North America and other parts of Europe. We are well positioned to be a global leader in providing Enrollment Solutions by 2020.
- Our services are powered by a robust, proprietary CRM built specifically for prospective student lead management with a powerful marketing automation platform that disseminates millions of multi-channel, white-labeled communications to prospective students globally. The Company's technology is easily integrated with client institutions through a collection of APIs to provide greater connectivity and collaboration
- Our services team is led by super-experienced management team with extensive knowledge in providing such services for several universities worldwide

Since 2014, QS Enrollment Solutions has driven enrollment of over 160,000 students into client institutions



The need for data-driven student recruitment strategy

Challenges

- Inquiries from international students are down overall, lower quality/conversion
- Canada, Germany, Australia etc. doing more to recruit international students
- Institutions have relied too heavily on single countries/territories
- Universities rely too heavily on traditional marketing
- Agent relationships have always been an issue

Solution

A data-driven international recruitment and digital market strategy that is:

- Customized - tailored to your specific student profiles
- Flexible – provides options to diversify and build a sustainable recruitment strategy
- Secure - offers a cost-effective way to test new markets
- Coherent – uses the channels your prospective students are using
- Measurable - can be continually optimized and adapted based on response and results






International student survey



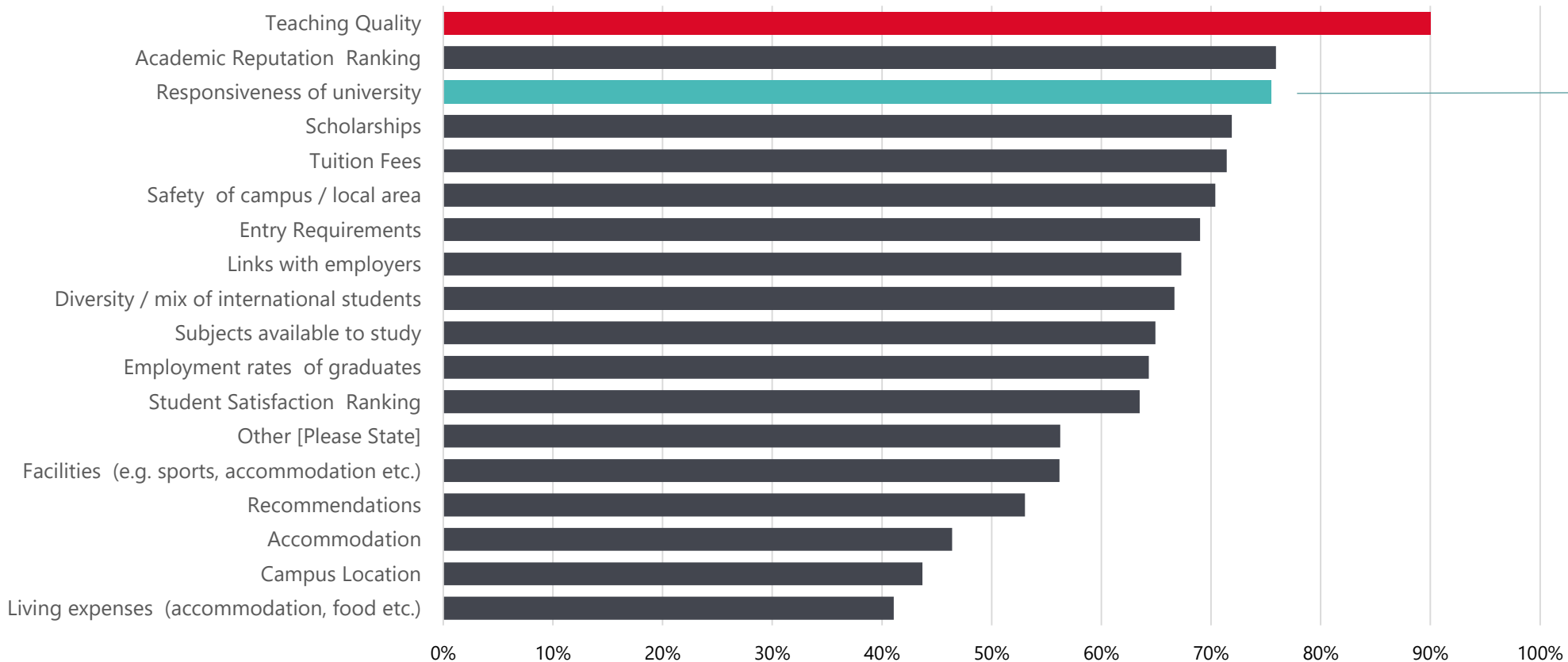
- A combined total of over 100,000 respondents
- The world's largest survey of pre-enrolled international students
- Press coverage including BBC News, Times Higher Education, PIE News, ICEF, Huffington Post and others
- Referenced by MP Paul Blomfield (Chair of the Universities APPG) in Parliament discussions regarding the HE Bill
- Used by QS Enrollment solutions to inform products and services, including its student profiling and country matching services

Process and deliverables

1) Research	2) Strategy	3) Execution
<ul style="list-style-type: none">Stakeholder meetings	<ul style="list-style-type: none">Create student profiles	<ul style="list-style-type: none">Content creation
<ul style="list-style-type: none">Primary research	<ul style="list-style-type: none">Country matching and insights	<ul style="list-style-type: none">Media buying
<ul style="list-style-type: none">Secondary and desk research	<ul style="list-style-type: none">Competitor differentiation matrix and website audit	<ul style="list-style-type: none">Continual optimization and ongoing reporting
	<ul style="list-style-type: none">Digital marketing plan (channel/media, content, costs and ROI)	
	<ul style="list-style-type: none">Report and presentation	



What are international students looking for?



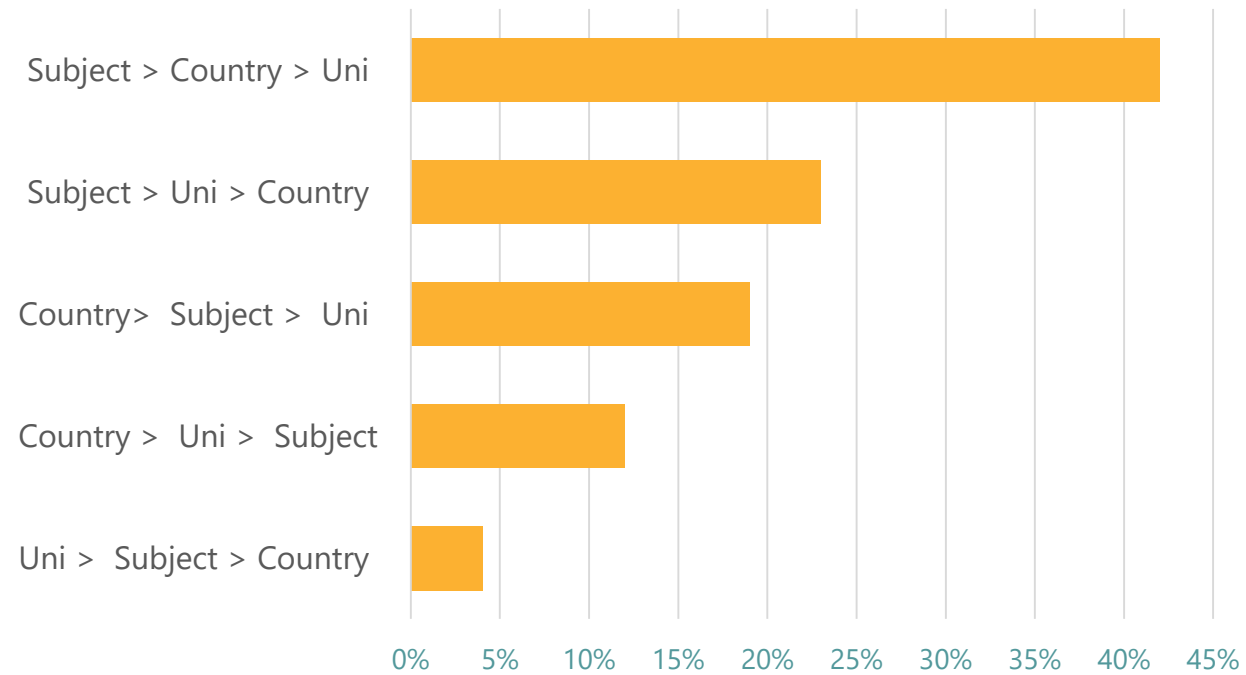
Response speed crucial at early stage

Data referenced from International student survey (ISS) which is proprietary to QS and is the world's largest International student survey



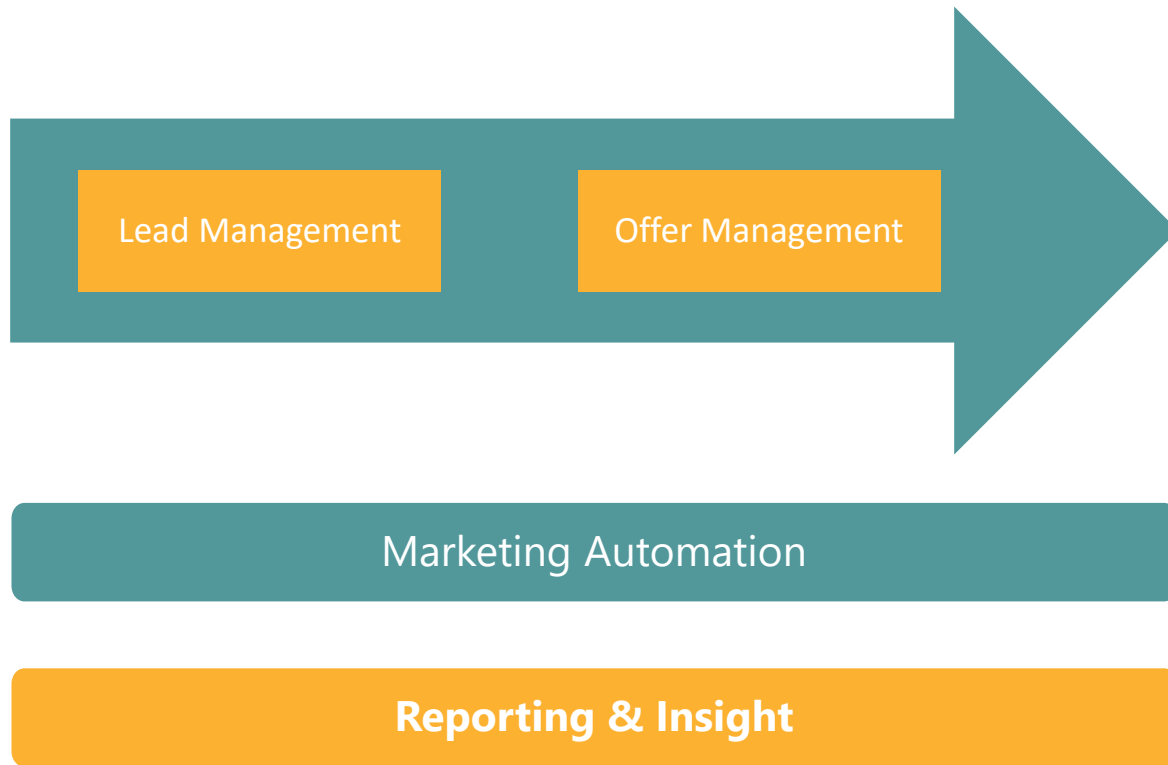
When thinking of studying abroad

In what order did you choose?



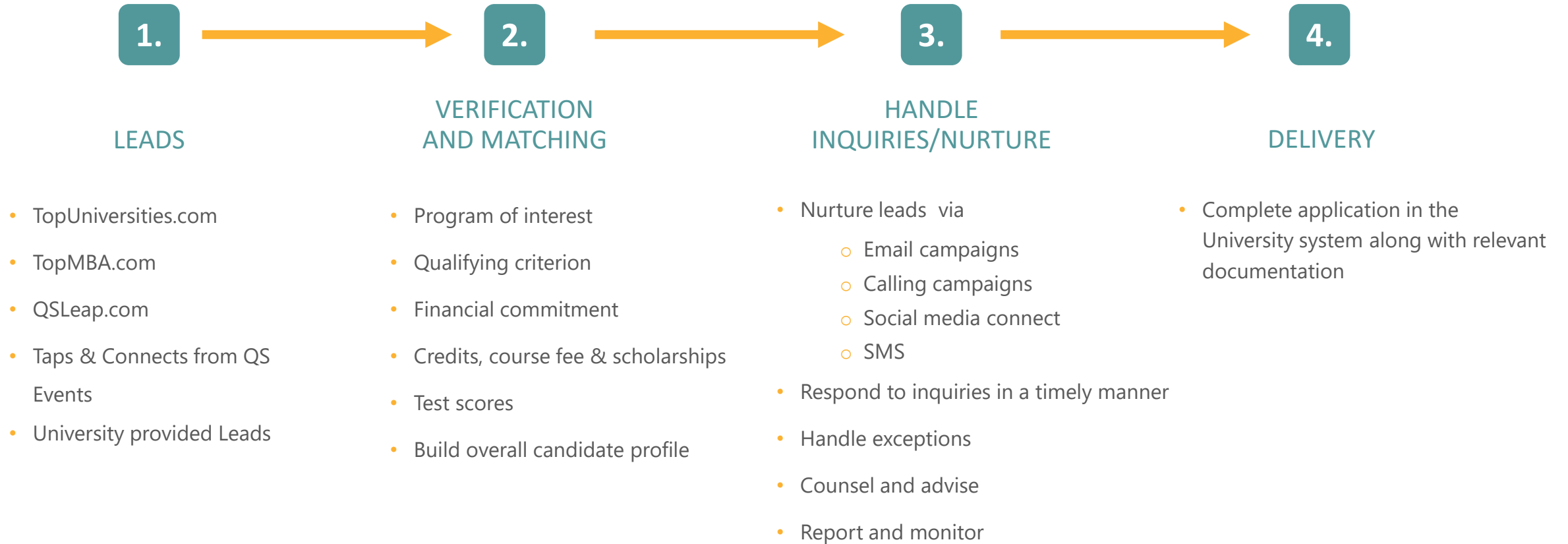
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Service Overview

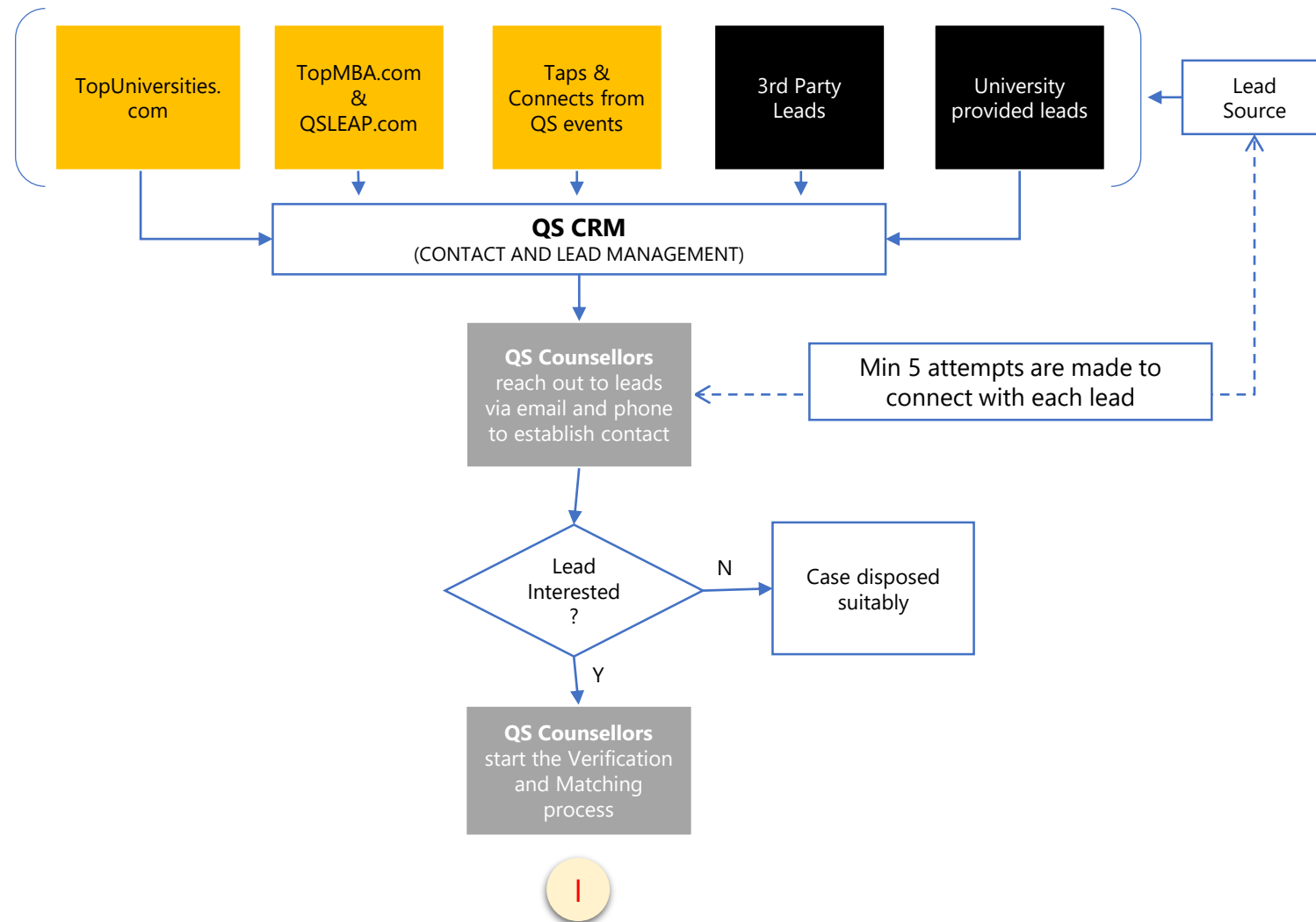


- **Lead management services:** QS Enrollment Solutions offers an optimal communication experience to help nurture your prospective students from lead to application. QS Enrollment Solutions' Student Advisors are trained in soft-sell methodology to maximize applications and provide you with essential insights on barriers to conversion. For international leads QS Enrollment Solutions offers multi-lingual staff (Over 25 languages) across a range of time zones.
- **Offer management services:** QS Enrollment Solutions offers a proactive and personalized approach to engage your offer holders, providing an exceptional level of customer service and support, to help your institution stand out from the crowd. Our soft-sell approach helps maximize enrollment, as well as providing you with essential insights on barriers to conversion. QS Enrollment Solutions also provides data analysis and a variety of reports to help you understand the relative effectiveness of your recruitment channels and benchmark your performance against the market.

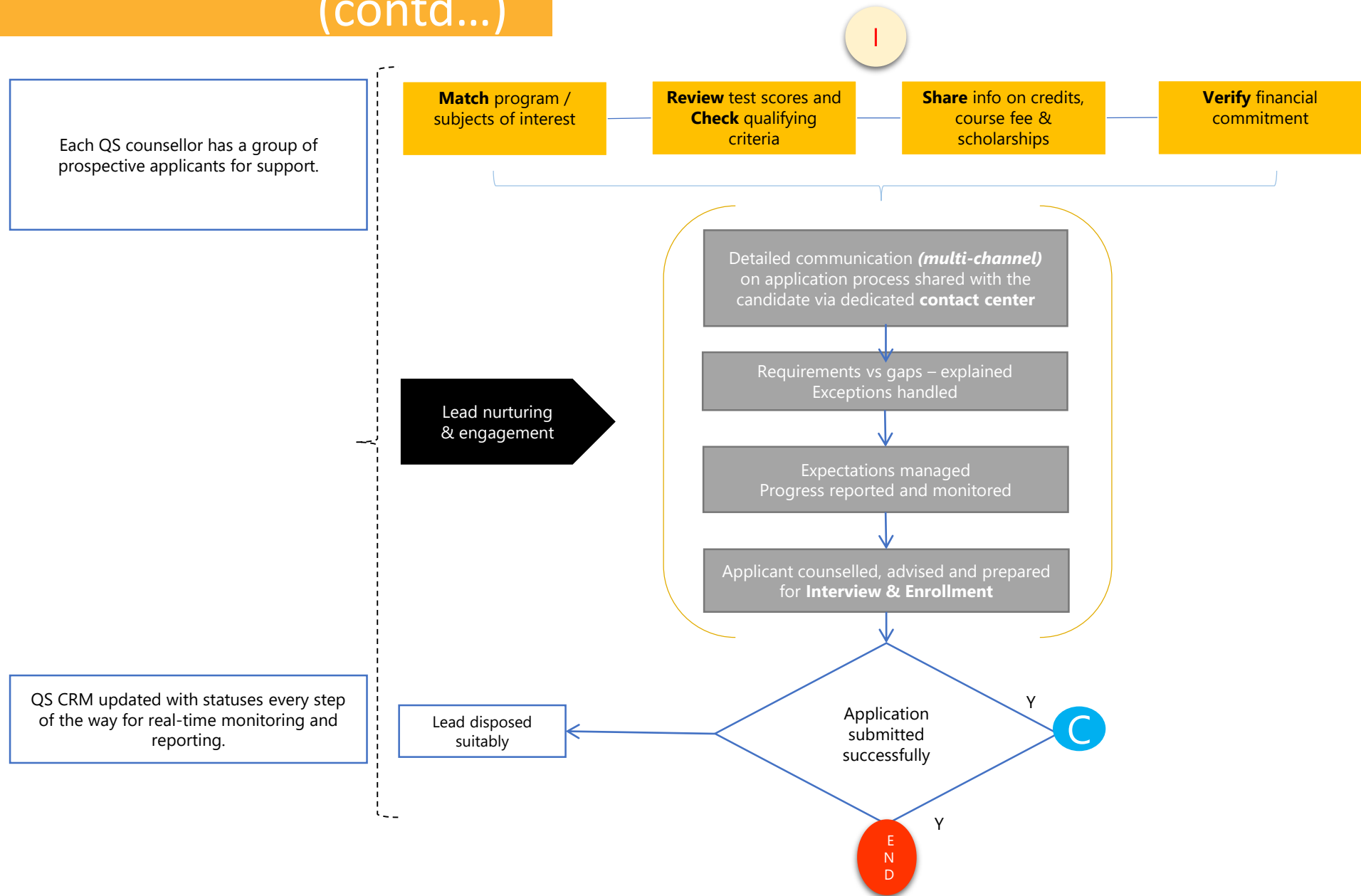
Lead Management Service



Lead Management process flow



Lead Management process flow (contd...)



Offer Management Service

1.

OFFER FOLLOW UP

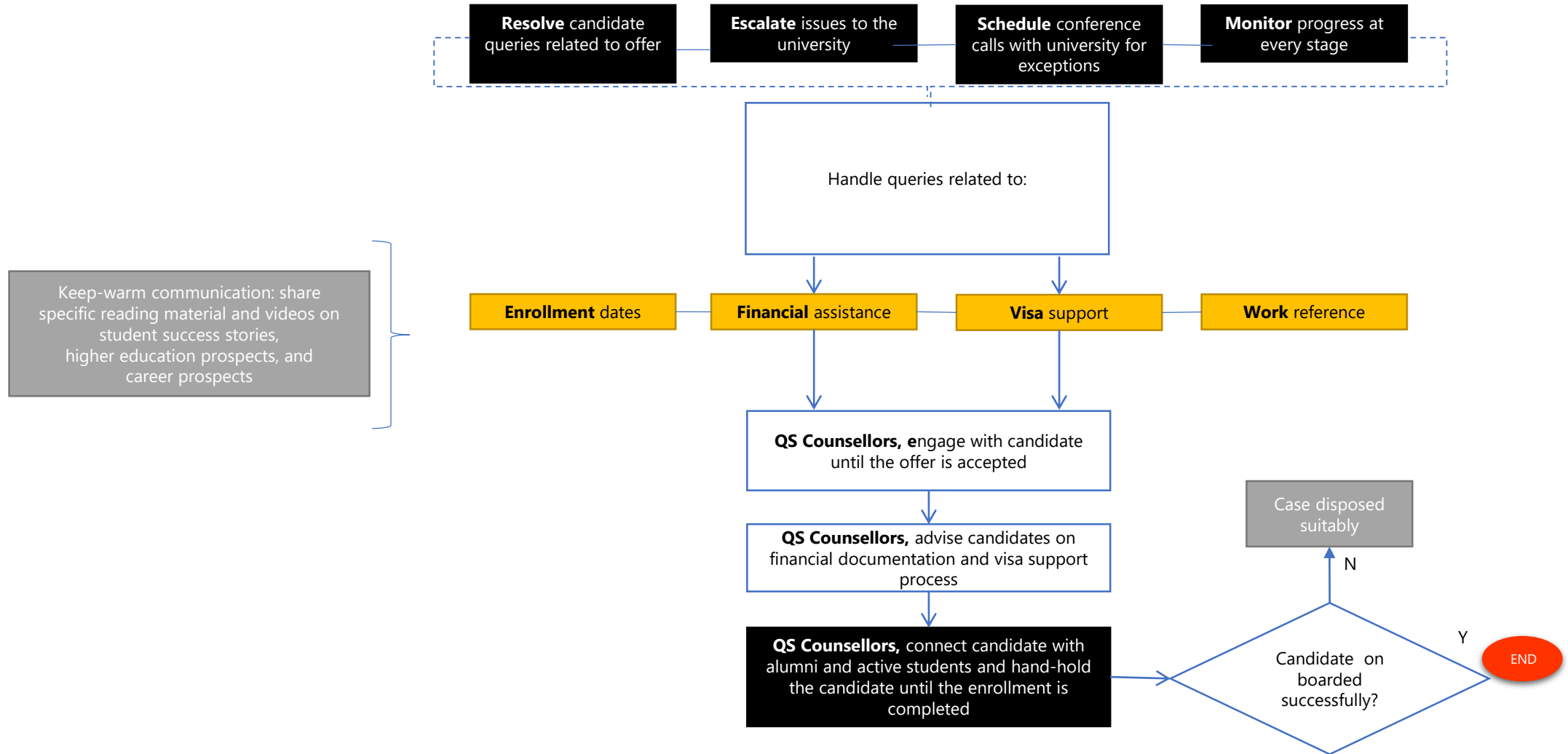
- Proactive conversion engagement
 - Persistent communications tailored to each student
- Connect via
 - Email campaigns
 - Calling campaigns
- Sales methodologies honed for higher education
- QS Staff extensively trained in applicant conversion
- Report and monitor

2.

DELIVERY

- Engage with candidates and guide them towards acceptance of the offer
- Provide guidance for visas, deadlines, payments
- Support candidate onboarding

Offer Management process flow



International coverage

United States (Central time)	Malaysia	India
22:00	7:00	9:30
23:00	8:00	10:30
0:00	9:00	11:30
1:00	10:00	12:30
2:00	11:00	13:30
3:00	12:00	14:30
4:00	13:00	15:30
5:00	14:00	16:30
6:00	15:00	17:30
7:00	16:00	18:30
8:00	17:00	19:30
9:00	18:00	20:30
10:00	19:00	21:30
11:00	20:00	22:30
12:00	21:00	23:30
13:00	22:00	0:30
14:00	23:00	1:30
15:00	0:00	2:30
16:00	1:00	3:30
17:00	2:00	4:30
18:00	3:00	5:30
19:00	4:00	6:30

 QSES services available in that time zone



Engagement model



Reporting and Insight

Operational data on-demand

View your real-time management information via your QS Enrollment solutions Client Portal

Insight reports to drive partnership performance

Month-on-month and year-on-year pipeline tracking, benchmarking, student feedback, key recommendations

Access to sector-leading research

We will give you detailed advanced insight from our international and domestic student decision making research, including levels of analysis not publicly available



Benefits



Market Leader

- Leading and sole provider of international student recruitment services in Australia, with 36% market share and reputation as a trusted partner
- Largest and fastest growing provider in UK market



Unmatched Data and Predictive Analytics

- 17 years of international student data offers critical insights to inform client processes and drive admissions office decision-making
- Annual International Student Survey which is proprietary and world's largest student survey brings in data on 60,000+ prospective students
- Predictive analytics powers the recruitment strategy



Extensive Reach with Prospective Students

- Direct touchpoints with 1.1 million students globally in 2016, managing over 6.7 million phone and email communications
- International delivery model utilizing United States, India and Kuala Lumpur offices, providing up to 20 hours per day service to prospective students – including 25+ key market language services



Best-In-Class Service Levels

- Client-first service approach with in-market support for clients in United States, UK and Australia and global access for students via European/Indian/Malaysian staff
- Student Success and Client Delivery teams have unmatched market and client program expertise from long tenures in the education industry and years of client relationship-building

Case Study – Lead Management for a leading university in New York

The University

Leading University based out of New York, USA. They were an existing 'events' client and were looking for a partner to nurture the leads they generated from QS events and other sources. The regions identified for the pilot were Latin America, North America, parts of Europe, South East Asia and India.

The Objectives

1. Nurture leads generated from various sources including QS events
2. Qualify candidates as per University's requirements
3. Deliver completed applications on university portal for Fall 2018 start

Solutions and Results

QS engagement team partnered with the university admissions team, defined roles and responsibilities clearly, and mapped out the process from lead nurturing to application completion.

QS deployed senior admission counsellors in North America with Spanish speaking capabilities to nurture leads from Latin America and United States/Canada. Parallely another team was setup in India to work on the leads generated in South East Asia and India.

QS counsellors in both locations attended select QS events along with university staff to establish working relationships with the candidates early on which helped during the follow up conversations

Our targeted multi-channel communication strategy helped us achieve a 50% contact ratio on the overall database.

QS has built a pipeline for Fall 2019 start and are nurturing those leads with different communication campaigns

The entire campaign from lead management to application completion was enabled by QS's in-house CRM. Reports and dashboards giving detailed pipeline information, conversion by lead source and status of candidates were shared with the university on a weekly basis.

University is extremely happy with the proof of concept for Fall 2018 and has shown interest in Offer management service.



Case Study – Lead Management for a leading university in Florida

The University

Leading University based out of Florida, USA was looking for a partner to improve its International Student Recruitment in South East Asia and Eastern Europe. University is known for its diverse student population with an international outlook.

The Objectives

1. Increase applications from South East Asia and Eastern Europe
2. Qualify candidates as per University's requirements
3. Nurture leads to applicants within a short turnaround time of 2 months

Solutions and Results

QS engagement team partnered with the university admissions team, defined roles and responsibilities clearly, and mapped out the process from lead nurturing to application fulfilment.

With a multi-channel communication strategy, supported by regional teams in Asia and Europe, QS counsellors convinced 18% of the 'interested' leads to submit their completed applications. QS counsellors engaged with the leads at every stage of the journey and highlighted the key benefits of studying in the university, its programs and scholarship provisions, in order to sustain and build their interest.

Our communication methodology helped in improving the contact percentage from 25% to 76% towards the end of the campaign.

The entire campaign from lead management to application-start was enabled by QS's in-house CRM. Reports and dashboards giving detailed pipeline information and status of leads were shared with the university on a weekly basis.



Case Studies – Offer Management service

University	Core Services	Impact
University A “Mid-ranked public research university”	Offer Management	<p>After the first year of our partnership we analysed the granular impact of our interactions with prospects on conversion. Analysis showed that offer holders who received an effective call from a QS conversion specialist (i.e. we were able to speak to them at least once) were twice as likely to convert to a registration vs. those that did not receive an effective call (20% conversion vs 10%).</p>
University B “Mid-ranked leading modern university”	Offer Management	<p>Analysis of the September 2017 intake revealed that offer holders successfully contacted by QS via both phone and email were on average 3.5x more likely to convert to registration than those who received no communication, and 6.5x more likely to convert to registration than offer holders who didn't provide a phone number on their application.</p>

Client Testimonials

“We were attracted to the QS fairs because they exclusively targeted graduate students. We were not disappointed-the screening for academic quality and English language skill level is effective, making our time at the fair spent meeting prospects with serious interest in our programs. The fairs are well organized and QS staff is very responsive, knowledgeable and helpful.

Our engagement with the new QS Enrollment Solutions service has developed into a true partnership. QS is developing a very talented team whose members have immersed themselves in our process and programs in order to have high-quality conversations with prospects. We share information and data regularly and stay in touch weekly. Recently, the QS counselor in North America attended 2 Canadian fairs with our NYU Tandon staff-which was very helpful in building a direct rapport with the prospects that QS was going to follow up with and also allowed for greater learning by observing the NYU Tandon staff during their interaction with prospects.

I am very pleased with our engagement with QS thus far and hope to see it continue.”

Susan Reantillo, Director, Graduate Enrollment Management & Admissions
NYU Tandon School of Engineering

