

# HOBSONS ENROLMENT MANAGEMENT SERVICES

## ENQUIRY MANAGEMENT AND OFFER CONVERSION TO ENHANCE STUDENT EXPERIENCE, RECRUITMENT AND SUCCESS

### Hobsons Enrolment Management Services can help you:

- Improve and measure conversion rates
- Reduce costs and agents fees
- Enhance student experience
- Gain market intelligence
- Maximise your offer pool
- Assess the impact and ROI of marketing campaigns



## Engaging students from the first enquiry

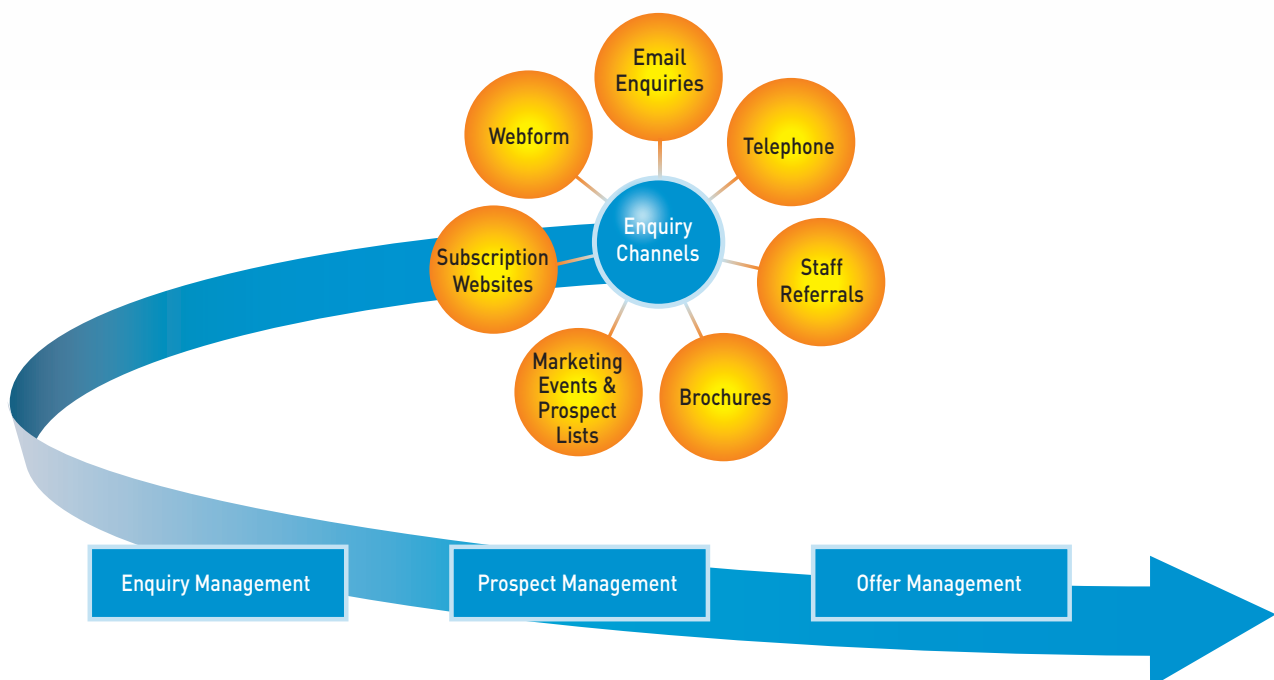
The student recruitment market is becoming more competitive with prospective students requiring increasingly personalised and effective communications.

Hobsons use a powerful mix of personal communication alongside cutting edge technology to nurture your relationship with a prospective student through to enrolment.

We have managed over **8 million enquiries** for our education partners

We are typically up to **40% cheaper than an agent**

We can help you **improve your enquiry management conversion by up to 43%**



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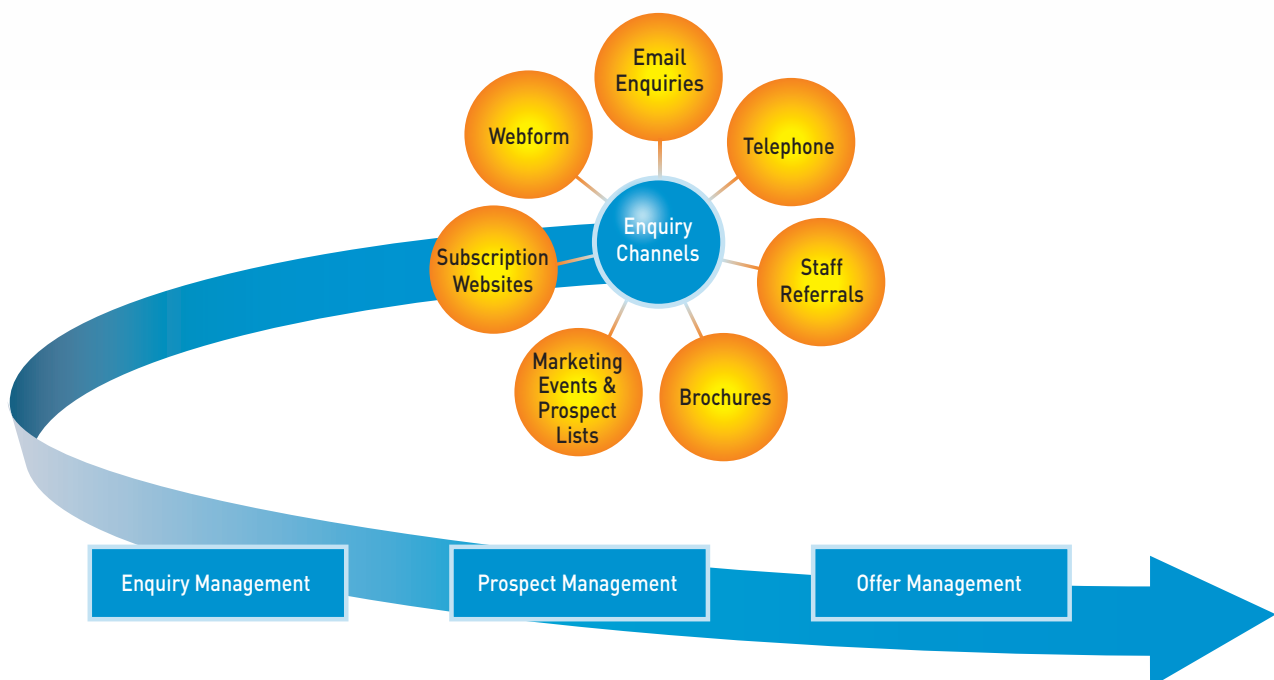
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## Why partner with us?

Converting offers for domestic or international students is costly and time consuming. Working with Hobsons reduces your costs and frees up your team to focus on enhancing student experience and improving retention.

Our UK based multi-lingual Student Support Officers and Enrolment Officers can manage your prospective domestic or international students from first enquiry through to enrolment using a fully customised system. Personalised, accurate, consistent and on-brand responses are made within 24 hours.

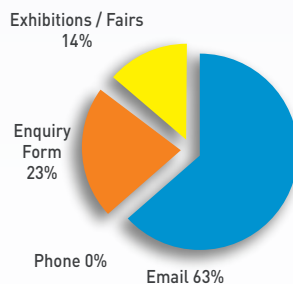
Our clients tell us that we integrate seamlessly into their existing recruitment processes.

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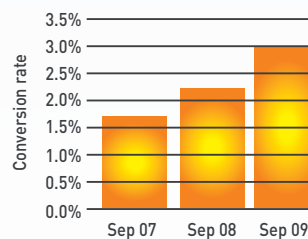
We also provide a wealth of management information about your prospective students and target markets allowing you to analyse your own enquiry trends and enrolment rates and compare your marketing strategies to other institutions.

For example:

09/10 Prospects Generated Via:



Annual Report - year on year conversion rates



## What our partners say...

“Not only can we now offer prospective students a response to their enquiry within 24 business hours and proactively contact those at made offer stage which increases conversion rates, we can also achieve insight into their behaviour which enables us to invest marketing resources more appropriately.”

*CHERYL BADHAMS, Director of the International Office, Birmingham City University*

## What our students say...

“Thank you for having assisted me during my application process over the months, I must take this opportunity to commend you on your speedy response to my queries every time.”

*PROSPECTIVE BUSINESS AND IT STUDENT from St Lucia*

To talk to us about how Hobsons can improve and maximise your enquiry management and enrolment please contact:

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