Hobsons and the King Abdullah University of Science and Technology (KAUST)

How Hobsons helped KAUST:
• Worked collaboratively to meet tight implementation deadlines
• Provided dedicated on-site support during implementation
• Established analytics to enable the university to maximise marketing efforts
• Assured quality and speed of response for over 45,000 enquiries
• Contributed to conversion rates of 70%

The project and the challenge

KAUST knew that the world-wide publicity generated by their visionary new university would generate thousands of student enquiries and applications. But if prospective students were to make the decision to commit to KAUST they would need to have a first-class applicant experience. With very limited time for implementation KAUST needed a solution that provided both a reliable online...
application system and a robust CRM that together would streamline their application process and allow them to filter enquiries and communicate more effectively with their prospective students.

Why Hobsons?

Hobsons could supply a developed applicant and communication system designed specifically for education providers.

About the King Abdullah University of Science and Technology

KAUST is an international, graduate research university committed to advancing science and technology through transdisciplinary research, education and innovation. It was founded in 2009 and has a number of academic partners including some of the UK’s top research universities.

For new organisations with complex communications needs choosing a platform is no small task and choosing the right partner is crucial. But what is the ‘right’ partner and what mix of experience, technical solution and value for money do you need?

The requirement

The university opened after just two years of intense construction. While the extensive campus with state-of-the-art research facilities, the 20,000-capacity academic and student village and the technology centre gained international publicity Paul Greene, Director of Admissions was facing a challenge behind the scenes.

Paul says “When I arrived at KAUST I expected to find a fully implemented application review system in place.... within a very short time it became apparent that a lot of the functionality I was accustomed to was not there.”

Paul says that the university senior management knew that despite the international publicity they couldn’t “just cast their line out in the ocean and hope they would get a nibble on the bait; they had to hunt down prospective students and get them in.”

After going through the tendering and procurement process KAUST opted for Hobsons. Paul says they chose Hobsons’ CRM and ApplyYourself® because they felt that other products were not as fully developed or simply didn’t look as good. “We chose Hobsons because they have global experience and an extensive track record in improving recruitment and conversion. Hobsons products are tried and tested.” Paul added.

Implementation and launch

Knowing the importance of the impending deadline the Hobsons team worked collaboratively onsite at KAUST. Hobsons Senior Client Success Manager Hussein Abubaker says “It was exciting to work with KAUST. We had a tight implementation time frame but everyone had a clear vision and could pool our experience to ensure success.”

What success looked like

On go-live KAUST were able to see an immediate impact. Paul said “As soon as we launched it, the results were extraordinary.” The Hobsons solution assured quality and speed of response for over 45,000 enquiries and in the end the quality of applicant experience contributed to conversion rates of 70%.

KAUST were also able to reap immediate benefits from the wealth of analytics. Paul added “Hobsons’ CRM and ApplyYourself® gave us control of the application forms, the data and business rules. To be able to access data almost instantaneously in any shape or form, for us, is tremendous.”

To learn more or to schedule a demo, please call +44 (0)207 250 6600

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