



ENROLMENT CAPABILITY RESEARCH PROJECT

**Understanding how
digital systems can
improve student
acquisition and build
capability for the
school sector**

**THINK
NEW[®]**



This document has been
annotated by school
directors with years of
experience and now use
eSchool

A collaborative Research Project conducted by ENZ and Enroller designed to learn more about how digital systems can improve student acquisition and build capability for the school sector.

Who funded this project and were Enroller paid??

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THE RESEARCH

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WHO

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LEARNINGS

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WHAT'S NEXT



WHY DIGITAL?

Our audiences' behaviours are constantly evolving

Today, typical students average over seven hours of screen time per day; consuming content, socialising, working, purchasing, listening, and creating¹.

No one in Gen Z has any memory of life without a screen

Students of 2019 are the first generation not to know what the world was like before 9/11.

They've never known a day without a 24 hour news cycle. They can't imagine a world without social media.

They've grown up knowing how to find the answers they need, expecting what they want, on demand.²

The influencers are changing

A general web search and online communities or social media channels rank 2 and 3 with the greatest impact on influencing a students decision of study abroad destination.³

This audience wants digital

To provide the right answers at the right time, in the right place, and in the right format. The student of 2019 expects a minimum level of digital sophistication for them to engage with an organisation.

We agree with some of these statements and that is why schools have websites and other digital options that they are using etc - Enroller does not provide that.

1 <https://www.makeuseof.com/tag/years-best-personal-development-productivity-gifts/>

2 <https://www.caylor-solutions.com/5-major-characteristics-generation-z-education-marketers/>

3 Kantar TNS Brand Health Monitor. '1' marks the channel with the greatest impact in the at year.



THE RE- SEARCH⁰¹

THE RESEARCH

Education New Zealand and Enroller conducted this Research Project in order to test whether Lead Management Software could:

- **DRIVE INCREASED ENGAGEMENT WITH ENZ'S DIGITAL ECOSYSTEM**
- **ENABLE UNDERSTANDING OF CONVERSION PERFORMANCE ACROSS CHANNELS**
- **INCREASE STUDENT AND AGENT SATISFACTION WITH THE PROVIDER APPLICATION AND ENROLMENT PROCESS**
- **SAVE STAFF TIME IN THE ENROLMENT PROCESS**

In our experience parents and students want to be able to engage with the schools not with a Government Department that knows very little about any of our schools.

Schools are required to ensure information gets to parents/students before they enrol (COP requirement) so how is ENZ going to manage that in this space?

These concepts are not exclusive to Enroller. We do not think that a school or ENZ using Enroller will improve the conversion performance. That is part of the relationship and experience when dealing with the school.

Most inquiries come via an agent who want a relationship with a person not an enrolment platform. Having a good online enrolment does help with the process but it is not a full solution as we are dealing with people not jars of marmite!!

WHO⁰²

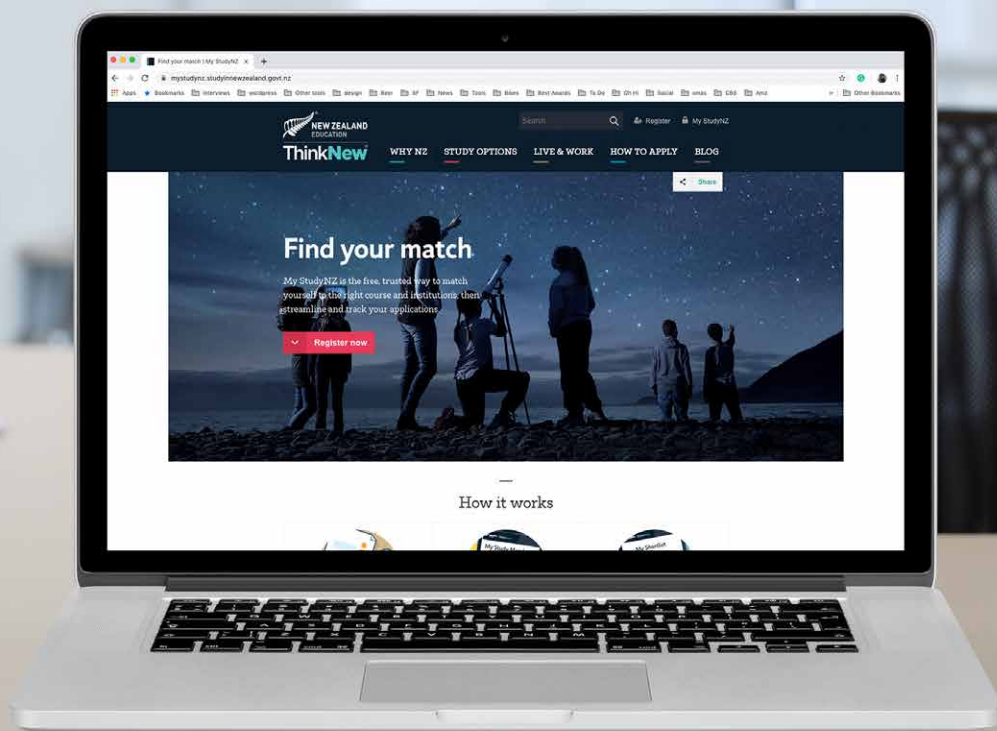


ENZ AND ENROLLER HAVE COMBINED TECHNOLOGICAL AND SECTOR KNOWLEDGE TO ENABLE NEW ZEALAND SCHOOLS TO RECEIVE NEW DIGITAL LEADS DIRECTLY INTO THEIR LEAD MANAGEMENT SYSTEM WITHIN ENROLLER, CREATING AN OPPORTUNITY TO RECRUIT MORE STUDENTS THROUGH THIS GROWING DIGITAL CHANNEL.

02

We would like to see some verified numbers to support this statement





02

MYSTUDYNZ

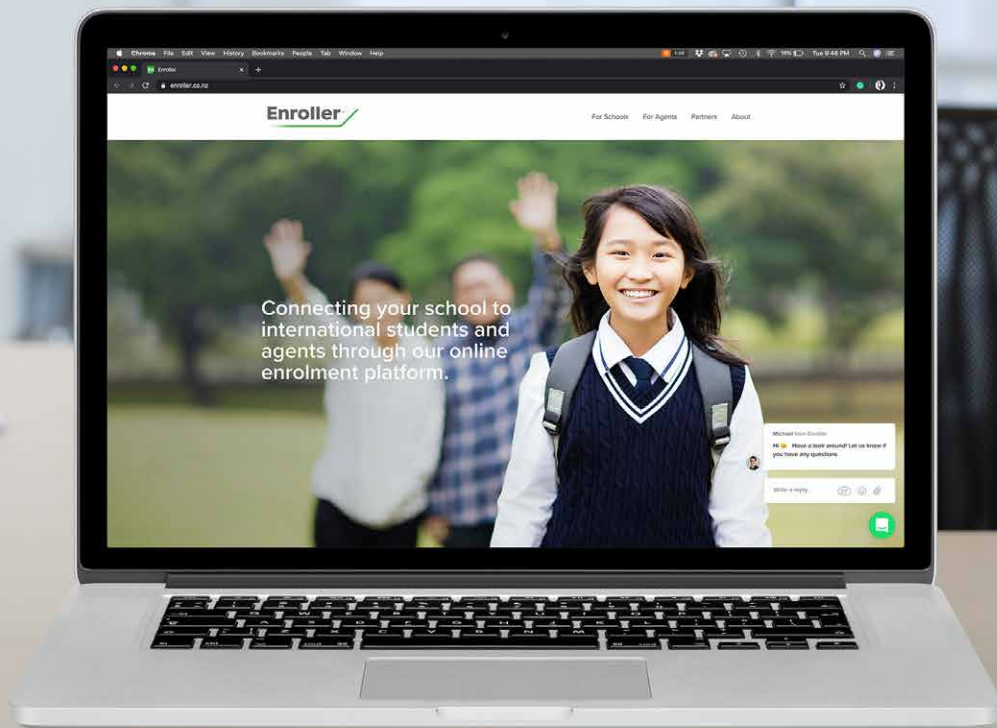
There are over 60,000 study options in New Zealand that an international student needs to choose from. This, combined with having little awareness of New Zealand, makes the decision overwhelming.

My StudyNZ's purpose is to help students find their study match by providing personalised recommendations based on their profile and what we know

about our partner providers, much like a job-finding site. At the centre of My StudyNZ is a best-in-class matching algorithm, which was recently recognised as New Zealand's best at the NZ Direct Marketing Awards.

We are currently seeing that one in five enquiries end with an approved visa from My StudyNZ to the school sector.

In many years in this industry our schools have never received a lead via ENZ



02

ENROLLER

Enroller's detailed customer research suggested that there was an opportunity to utilise technology to alleviate pain points for schools, education agents, students, families and government agencies like Immigration New Zealand. It was evident that manual, paper-logged processes were causing huge enrolment inefficiencies for schools which had not so positive trickle down effects to their customers experience.

Speeding enrolment up and delivering consistency for Education Agents is critical for New Zealand schools to remain relevant in today's rapidly digitising world.

Enroller's cloud-based platform speeds up the enquiry to arrival process for partner Schools and Agents with enquiry tracking, translated online applications, application status tracking, automated offer, easy fee payments, visa pre-arrival tracking and time reporting.

Text

Our
eSchool does
all of this
and more!
Our Enrolment
module IS also
cloud based

“SCHOOLS USING THE ENROLLER PLATFORM TRANSLATES INTO CONSISTENCY OF VISA APPLICATIONS BECAUSE WE CAN ENSURE THAT ANY CHANGES MADE TO IMMIGRATION REQUIREMENTS ARE REFLECTED INSTANTLY FOR ALL ENROLLER SCHOOLS THROUGH THE PLATFORM.

THIS IS IMPORTANT AS WE OFTEN STRUGGLE WITH OLD PRACTICES AND DOCUMENTS, WHICH RESULT IN VISA PROCESSING DELAYS AND PUTS PRESSURE ON THE PROCESSING SYSTEM. IT ALSO REDUCES THE WORK FOR THE PROVIDER AS INZ WONT HAVE TO SEEK UPDATED STUDY DOCUMENTS.”

- Immigration New Zealand

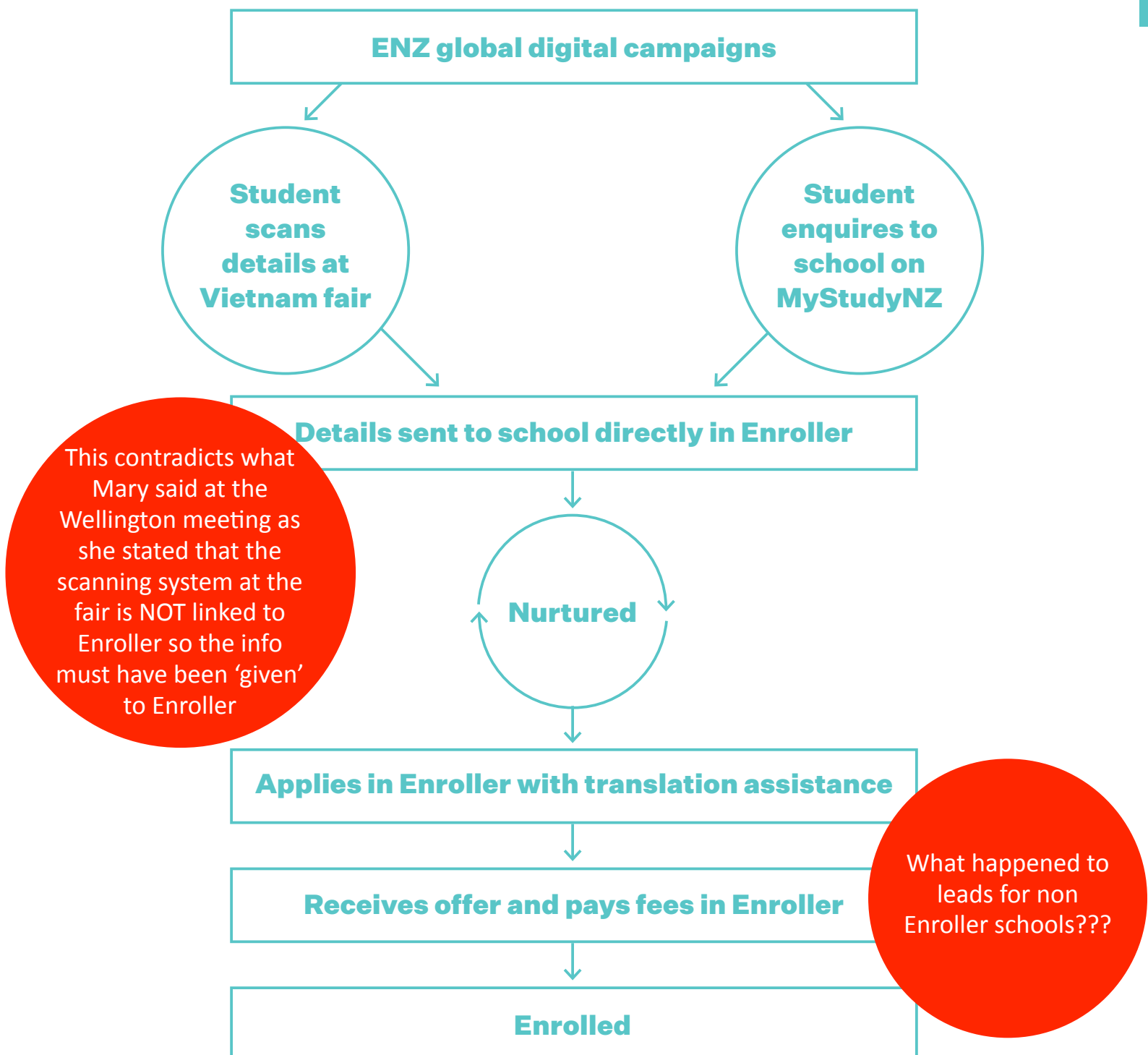
This is no different to eSchool who offer all of this. As Enroller does not have a direct link to INZ this still is all up to the individual who is making the application to INZ.

We are dubious that INZ made this statement. A couple of months ago they stated in writing that they were not doing anything with Enroller

CREATING A MEMORABLE CUSTOMER EXPERIENCE

During the research project there were two key prospective student promotion activities, the VN fair and our global digital campaign driving prospective students to sign up to My StudyNZ to then enquire to participating schools.

02



A photograph of two female scientists in a laboratory setting. They are both wearing white lab coats and safety goggles. The scientist on the left is looking towards the right, while the scientist on the right is looking down at something on the lab bench. The background is a blurred laboratory with various equipment and bright lighting.

OUT- COMES⁰³

PROJECT SUMMARY

KEY MILESTONES

The end of the school year made for a slow start, but we've gained momentum across H1 2019.

We are very dubious about these figures. The Vietnam scholarship programme ran in 2019. Marketing took place with a road show in Vietnam in January promoting it.

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December 2018

Contract signed

Integration underway

January 2019

API live

First lead from SINZ

February 2019

Vietnamese Translation live

40 Schools

March 2019

42 Leads

51 Schools

April 2019

Two Offers sent to ENZ leads

52 Schools

May 2019

83 Leads

57 Schools

66 schools applied to host a students.

36 were selected.

Selected schools were given priority at the Fairs in March. We would like to see verified figures of how many students excluding the scholarship students were actually recruited.

VALUE ANALYSIS - ENZ DIGITAL LEADS

Will it drive increased engagement with ENZ digital

Taking a closer look at the Digital Student Enquiries created during a research project.

Were these just attendees who visited the fair and were passed onto Enroller?

83

Total leads created for participating schools during the project

*As of the end of January we have had 134 leads

\$291,141

Total value of the 27 leads generated from Vietnam fairs

3

Students converted to enrolments for 3 participating schools, while 13 are still 'in progress'

it would be interesting to align this with school age visitors to the fairs

Are 13 still "In Progress" 2 years after the fairs?

CONVERSION

Understanding conversion performance across

An overview of participant application and enrolment across the research project.

This is a big number especially as Vietnam is still a small school sector market. It states above that 3 student were converted to enrolment

901

Applications submitted during the research project

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4 DAYS

Average turnaround time from application received to offer sent

With eSchool, our normal turnaround is 24 hours

78%

Of all enrolments were made by Agents during the research project

31%

Of applicants had heard about the school through a non-agent channel

IMPROVEMENTS

Enroller is an enrolment platform as far as we know they are not a marketing platform??

Will it increase satisfaction and save staff time

Schools want to enhance their digital marketing capability and it's clear that good platforms can make Schools and Agents more efficient. The below relates to Enroller users from the research project.

87%

Of Schools said they'd like to grow their digital marketing capability

03

90%

Of Schools said they're more efficient when processing student enrolments

90% of what?
3 Schools?
10 Schools?
40 schools?
This is misleading

68%

Of Agents said it was easier to submit and manage student applications

Same as above.
68% of how many??

2x

Schools said they've sped up offer turnarounds by 2x.

This could only be true for schools previously doing paper applications

How do you utilise the time saved?

“BY FOCUSING ON WAYS IN WHICH WE CAN MAKE OUR INTERNATIONAL DEPARTMENT BETTER!

I HAVE HAD TIME TO PUT THOUGHT INTO THE RECENT CODE AMENDMENTS, TO RUN A STUDENT SURVEY ON OUR INTERNATIONAL STUDENTS TO SEE HOW THEY ARE ENJOYING THEIR TIME WITH US AND TO CHECK THEY ARE FEELING SUPPORTED BY US AND THEIR AGENTS, TO PUT NEW PROCEDURES IN PLACE FOR ORIENTATION, TO MEET WITH AGENTS AND ALSO JUST GENERALLY BE MORE EFFICIENT AT KEEPING OUR DATABASE UP TO DATE.

IT IS A VERY BUSY ROLE AND SO ANY TIME SAVED THAT CAN BE USED TO DO WORK OTHER THAN THE EVERY DAY ADMIN OF ENROLMENTS, INVOICING AND RECEIPTING IS GREAT!”

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This quote is
unattributed

"ALL SCHOOLS HAVE VERY SIMILAR STRUCTURE, I LIKE THE CONSISTENCY. IF YOU HAVE AN ENROLLER ACCOUNT, YOU COULD APPLY TO MANY SCHOOLS IN NZ WITH ONE ACCOUNT." - Education Agent

An anonymous quote from an "Education Agent" does not inspire confidence

International Directors at Schools absolutely understand the importance of digital marketing and student recruitment, but need help to make the transition. They're not in any way reluctant or resistant to adopting new digital approaches and solutions, but they are time poor. ENZ's digital marketing and leads together with Enroller gives back time to International Directors to accelerate the switch to digital.

Schools are very interested in enrolling more students directly. Our research shows using Enroller helps Schools achieve much higher levels of direct enrolment and improves the quality and consistency of the student experience.

Schools have been better than expected in engaging with the digital leads that have been created. Enroller

demonstrably helps solve the last mile problem for ENZ. The added benefits of real-time data and metrics to help improve performance and outcomes.

The majority of agents want more speed and consistency from Schools but are concerned about being disrupted by technology. There's a data driven opportunity to strengthen ties with 'the good ones'.

Our research confirms the initial understanding - NZ Schools are too slow to turn around offers of place through traditional channels and approaches to be competitive.

Lead management software connects a complex ecosystem and delivers benefits to multiple stakeholders.

We do not want ENZ marketing our schools. How can we know what information is being given What is real time data?? ENZ can only access what they have access to and it looks very limited to us. Data should always be analysed not used in a raw state to ensure that it is an accurate reflection of reality.

INSIGHTS

PROVEN RESEARCH HYPOTHESES

- ✓ **DRIVE INCREASED ENGAGEMENT WITH ENZ'S DIGITAL ECOSYSTEM**
- ✓ **ENABLE UNDERSTANDING OF CONVERSION PERFORMANCE ACROSS CHANNELS**
- ✓ **INCREASE STUDENT AND AGENT SATISFACTION WITH THE PROVIDER APPLICATION AND ENROLMENT PROCESS**
- ✓ **SAVE STAFF TIME IN THE ENROLMENT PROCESS**

HYPOTHESIS OUTCOMES

There is sufficient evidence to confirm that lead management platforms like Enroller will enable the effective delivery of digital government services to education providers, in this case in the school sector. 87% of schools said they would like to grow their digital marketing capability in future.

We now have a better understanding of enrolment conversion performance across different marketing channels. We know that there is a higher conversion rate (application to enrolment) for agent led applications than those generated through the MyStudy NZ digital channel, but at a significantly higher cost.

The comparison isn't fair, as clearly the agent nurtures a lead more intensely, however, digital leads are free. With some more investment in capability to nurture digital leads, the difference will narrow.

While not all agents are familiar with online enrolment processes by far the majority are now onboard and reaping the rewards of digital applications and enrolment tracking. 200% faster offer turnaround times from schools, translated information and consistent enrolment processing across NZ schools is very important for education agents. It was also interesting to learn that 31% of students and families had heard about the participating schools through a non-agent channel, like Google, school websites or through word of mouth via friends and family.

90% of schools surveyed said that lead management platforms make them more efficient when processing enrolments. On average participating schools save between 2-3 hours per student enrolment.

03

A lot of % quoted but % of how many schools or agents. A lot of buzz words for effect but lacking substance to us.

A portrait of a young man with dark, spiky hair, wearing a white polo shirt. He is looking directly at the camera with a neutral expression. The background is a blurred outdoor setting with greenery and a white building.

WHAT'S NEXT⁰⁴

OUR OPPORTUNITY

To realise the full-potential of these benefits means we have to scale up our efforts in partnership to accelerate adoption of Enroller and Government Services across multiple sectors.

Research findings clearly show by having a connected digital path to purchase from digital marketing to lead management and enrolment makes for effective and efficient student acquisition for schools.

Optimising digital paths to purchase for both agents and direct will increase application to enrolment conversion for schools by 20% or more.

This optimisation increases efficiencies for partner providers with how they save time.

Both ENZ and Enroller have signed a MoU with INZ to speed-up the visa process by aligning systems, which will save time and retain the student journey path.

Enroller has been the first pilot partner. As ENZ's digital capability matures, they will look to partner with others in the future to continue building capability.

Having Enroller does not speed up the pathway with INZ as they do not have any link with INZ. This statement is very misleading

WHERE TO FROM HERE

01

Scale-up

Scale-up our efforts in partnership to accelerate adoption of Enroller and Government Services across multiple sectors.

02

Partnership

Enroller has been the first, ENZ look to partner with others in the future to continue building capability.

03

Integration with INZ

04

Auto marketing responses

05

Schools on platform shaping type of leads

06

Platform learning from student data

04

REFERENCES

Digital Leads Research Project

6 June 2019 - Final Report

Definitions

Data Subject means the identified or identifiable person to whom Personal Data relates.

GDPR means the General Data Protection Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

Personal Data has the meaning given in the GDPR.

Processing has the meaning given in the GDPR.

Sub-Processor means any data processor engaged by the Supplier.

MyStudyNZ Leads means any student lead generated within the Buyer digital ecosystem and passed to a School via Enroller.

ENZ means Education New Zealand.

School means any education provider who has opted in to the Digital Lead Management Research project on or before the 31 of May 2019.

enroller.co.nz

enz.govt.nz