

A NEW PLATFORM FOR GROWTH



How UniSA reached lofty enrolment targets

As the largest University in South Australia, UniSA has a high benchmark for student enrolments. And when a new Vice-Chancellor with a vision to increase international student enrolments came on board, the University's management team knew there would be challenges.

“They wanted to know how we were going to meet those new targets,” says Aleicia Shekhar, the Deputy Director of Systems and Operations at UniSA International. **“Turn around time for applications was slow, taking three to six weeks – and we weren't reaching our desired conversion rates.”**

The University was relying on old platforms that required staff to continually move between different systems, slowing down the application process.

The project team needed a streamlined system that reduced turnaround times and increased conversion. This system would also have to be:

- **Quick and easy to implement**
- **Cost effective**
- **Familiar to established agents**
- **Easily integrated into UniSA's student management and pathway provider systems.**

It didn't take long to find a solution.

“StudyLink was the clear winner,” says Aleicia. **“They offered a product that addressed all of our concerns and integrating into our existing systems was simple.”**

“There were no real problems throughout the process,” she says. **“StudyLink provided personalised guidance, training and assistance throughout scoping and implementation. There was even a StudyLink team member onsite to make sure everything went smoothly.”**



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The result: A major increase in application submissions and review

Many of UniSA's previous hurdles disappeared with the integration of StudyLink Connect.

“All steps of the process are now done in the same system, where we check each application, assess them quickly and monitor each stage,” she explains. **“It also means we are far more efficient in terms of our workload, because this increased transparency lets us reallocate staff as needed.”**

Aleicia says there have also been other benefits.

“It has revolutionised the way we collect and analyse data. We can now successfully forecast student numbers to ensure we're appropriately resourced for the year, plus we can lock down specific fields of information such as academic records to further understand individual student performance. And most importantly for UniSA, the student experience continues to be positive.”

In less than a year, StudyLink dramatically improved admissions outcomes. For UniSA, this means:

- **No more incomplete applications**
- **Just 17% of applications require data entry down from 70%**
- **48 hours to two weeks turnaround for applications - down from up to six weeks**
- **Just 15 minutes to process applications and payments**
- **A greater ability to collect conversion data**
- **Increased staff efficiency.**

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THE POWER OF ONE SYSTEM



How AECC Global streamlined applications for growth

With a mission to support and counsel students through their international admissions journey, **AECC Global currently spans 30 cities in nine countries.*** But establishing this successful global footprint meant shifting the status quo.

The first AECC offices, founded in 2008, juggled multiple admissions application processes for different universities, each with varying procedures and requirements. Valuable time was wasted filling out, scanning, and sending applications manually, while student futures hung in the balance through lagging response times.

“Because some universities had different online systems, it would often take a long time to submit one application because of the many details requested,” says Kakanang Kittikovit (Wahn), Senior Counsellor at AECC Global Thailand.

AECC needed a better way of doing things to achieve their commitment to students.

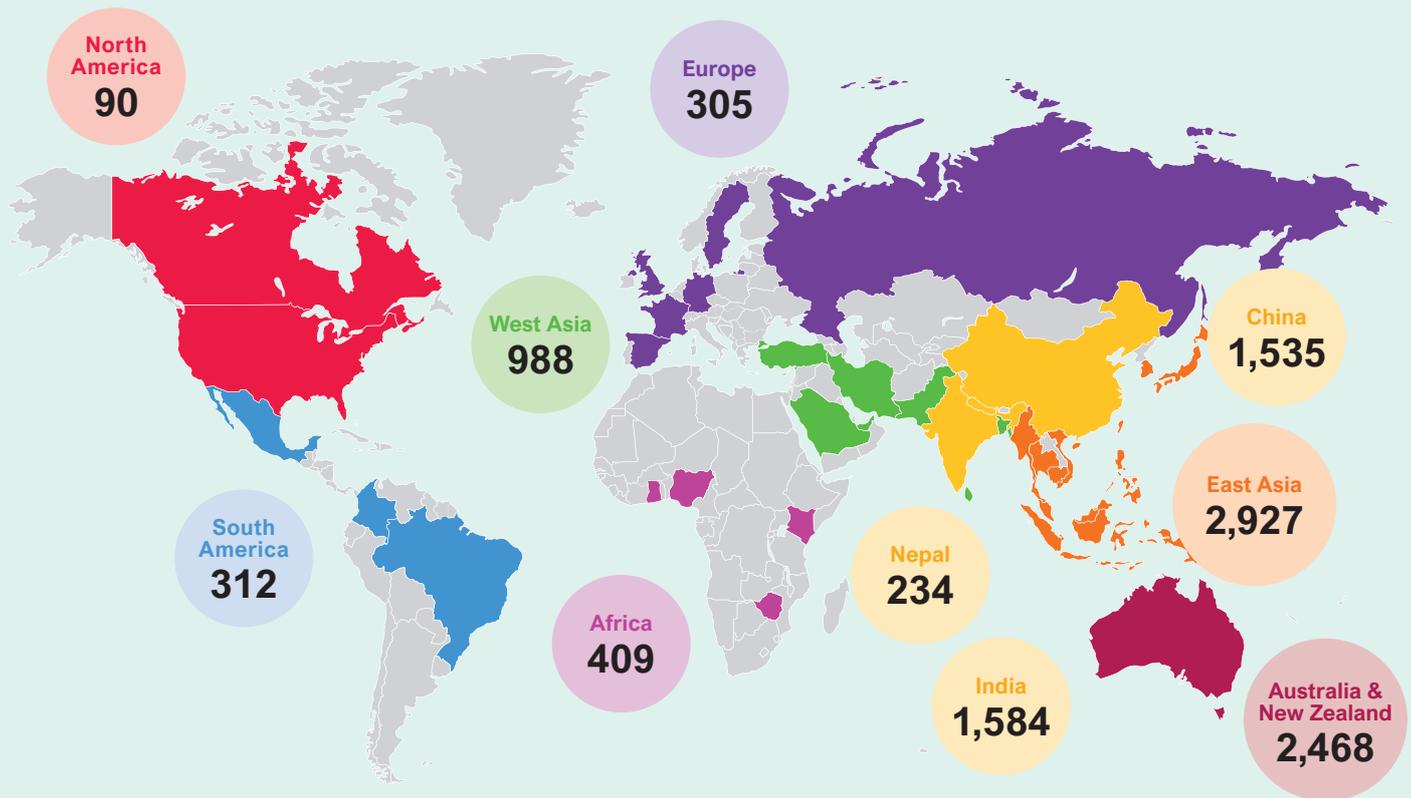
In 2014, AECC implemented StudyLink Connect, to streamline the time-consuming aspects of international student applications and admissions.

With **one cohesive digital portal**, the agency could avoid wasting time logging into multiple university systems, scanning and emailing documents and manually checking submissions.

Benefits included:

- **Increased transparency and minimal errors**
- **Up to date course information and admissions criteria for all participating institutions**
- **Easily tracked application status across all universities**
- **The ability to make payments, and accept offers through the portal**
- **Improved data security by eliminating the need to email personal information.**

* <https://www.aeccglobal.com.au/contact-us/>



Not all agent numbers are included in the above graphic.

Results: a big boost in applications

The ability to submit applications through StudyLink Connect has been revolutionary for the agency. With a faster, more effective and transparent process, AECC has grown to become one of the world’s leading international education agencies.

Since 2014, AECC has processed over 13,000 applications through StudyLink Connect. The number of applications continues to rise each year, with more and more universities implementing the portal.

In the 2016/2017 financial year, AECC submitted 2,349 applications through StudyLink Connect – placing them in StudyLink’s top 10 list of agents by volume. And it’s not just AECC who have seen a rise – **63% of agents** using the portal say it’s **made the submission process faster.****

StudyLink Connect helps protect the industry against rogue operators, and agencies like AECC benefit from more brand visibility and trust.

**Figures taken from 2018 survey of education agents currently using StudyLink Connect.

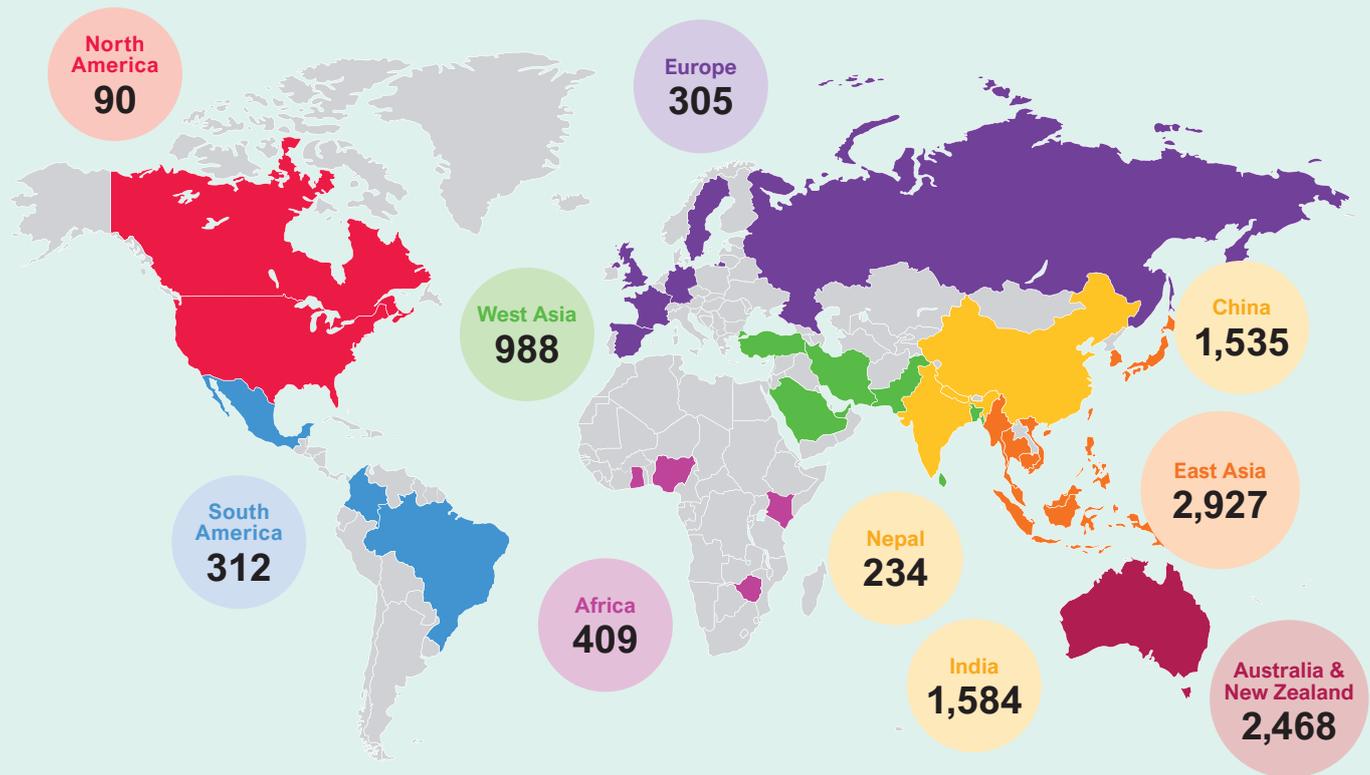
Because Connect lets universities track how many applications agents make, there’s more emphasis on quality and transparency. Audit trails ensure issues can be easily identified and resolved, and the structured process is easy to follow.

Importantly, the efficient, convenient portal helps boost submission times.

“The system makes it very easy to understand university requests, and the fast process has sped up turn-around times,” Kittikovit says.

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