

# A VISIBLE SHIFT IN EFFICIENCY



## Transparency transforms CQU's admissions

With its student-first philosophy and community conscience, Central Queensland University is a welcoming place for international students. Up to 5,000 enrol across its multiple campuses each year. As they expect further growth in the next few years, its international admissions team needs efficient processes to protect their market share.

A few years ago, they began looking for a new system. There was room to improve efficiency – the team had to enter application data into multiple systems in a series of time-consuming, manual processes. The data was also drawn from a standard university form that wasn't set up for international admissions.

To increase conversion rates CQU needed a system that would:

- Minimise manual data entry
- Manage workflow
- Automate parts of the assessment process
- Reduce turnaround time.

StudyLink met all their needs, with the added bonus of admissions expertise to guide them smoothly through implementation. The system was up and running within three months of awarding the tender.

“StudyLink also helped improve application processing time by up to 40%.”

**“StudyLink specialises in international admissions,” says Johanna Castellaro, Deputy Director International Future Students, CQU.**

**“They know what works and what doesn't and were able to guide us through implementation. Not only did they deliver a best-practice admissions system, they helped us translate our business requirements to support our IT team, who worked directly with StudyLink on integration.”**



The team even used StudyLink's expertise to initiate deeper process change.

**“They came out and analysed our business processes,”** says Johanna. **“We used the introduction of the new system as a change mechanism internally – StudyLink encouraged us to find ways to become even more efficient.”**



## The results: up to 40% faster applications

Since implementing StudyLink, Johanna has seen vast improvements in the way CQU manages international admissions.

“TRANSPARENCY OF OUR PROCESSES MEANS IT'S NOW FAR EASIER TO IDENTIFY BOTTLENECKS AND KEEP APPLICATIONS MOVING.”

**“The business intelligence team has access to up-to-date information and can provide feedback to the relevant stakeholders.”**

StudyLink also helped improve application processing time by up to 40 per cent.

Importantly, the team has embraced the new system, and for Johanna this is the true test. **“An experienced admissions team will tell you straight away if something is not making their lives easier. But they are all incredibly positive about the implementation of StudyLink and happy with the outcome.”**