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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University of South Australia

CASE STUDY