

WHEN EVERYTHING JUST CLICKS



A better digital experience for domestic, international and research students

An outstanding student experience deserves an outstanding application experience – that was the view of the team at Bond University, who were searching for a seamless system to transform the application and offer process.

Before going live with StudyLink in July 2020, Bond's admissions team endured a manual, slow-moving add-on to its existing CRM system. **"The admission module was an after-thought. Each offer took us around 40 minutes, because every time we clicked we'd have to wait for the system to upload,"** says General Manager – Admission Student and Academic Services, Julia Hoon.

As Julia explains, the system impacted offer turnaround times in busy periods. **"The only way to make it work was having more people working on it, but the system was complicated and training would take three days."**

It was time for a new, purpose-built system, where everything was in one place, worked effectively and increased efficiency.

One system, all students

Located on the Gold Coast in Queensland, Bond University is Australia's first private not-for-profit university. It typically has around 4,500 students on campus – and almost half are international students.

So it needed one system capable of processing domestic, international and research (postgraduate) students. Each of these had specific requirements, including:

- **An EOI and Application stage, with automated referee requests, for postgraduate research students**
- **Access to FEE-HELP during the acceptance process for domestic students, as well as customised data import from QTAC* (Queensland Tertiary Admissions Centre) for Medical students**
- **GTE (Genuine Temporary Entrant) risk assessment for international students.**

With the support of StudyLink's implementation team, Bond was able to go live with all types of applications at once.

**StudyLink has experience working with data imported from other state tertiary admissions systems.*

Faster and better with more flexibility

With complex configuration requirements that included implementation of the commissions functionality - and the need to migrate almost 4,000 existing applications across - the implementation process took around nine months. StudyLink Implementation Lead, Heather Wood, says it was a **“model of co-operation”** because Bond University had a **“phenomenal project team.”**

“We also wanted a more transparent system, with full visibility over where each application was up to on a dashboard,” says Julia.

Julia agrees, saying the process was **“painless.”**

“I liked that we could start with exactly what we needed, and the system is able to adapt to meet those needs as they evolve,” she says. **“We’ll automatically benefit from future upgrades.”**

“We’re seeing a lot more domestic students accepting offers this year,” says Julia.

The Results:

Generating an offer now takes as little as 10 minutes.

“I think StudyLink is a natural part of the online experience for these school-leavers, they’re digital natives.”

Every application now goes through StudyLink, giving the team the transparency they wanted. And the international agents are happy too.

“StudyLink has given us all the flexibility of a purpose-built admission system, so we didn’t have to compromise”

“And now we can take applications all the way through – we can do our job faster and better, with no more workarounds.” says Julia.

