



Regent’s University London increases enrolment of UK and international students through QS Enrolment Solutions’ managed services

Regent’s University London

Regent’s University London is a globally renowned independent institution located in the heart of Regent’s Park in central London, and boasts one of the most internationally diverse student bodies in the UK. Attracting highly entrepreneurial and creative students, it offers a wide range of courses across arts, business, fashion, media, politics and psychology, including an extremely popular, American style, Liberal Studies programme.

The Need for UK and International Student Enquiry Management

Due to its high-profile global brand and enviable London location, Regent’s needed a way to manage large volumes of enquiries from prospective students in the UK and around the globe, without compromising the high level of service and attention expected from its students. Through outsourced enquiry management, Regent’s has benefited from QS Enrolment Solutions’ flexible resourcing model to manage increased numbers of enquiries during peak periods in the recruitment cycle, as well as gaining valuable levels of reporting and insight to inform its evolving international strategy.

Maximising Student Recruitment in a Challenging Market

There are many challenges facing the HE sector that affect the number of prospective international students studying in the UK. From the removal of the UK’s Tier 1 (post-study work) visa



“Offering a personal, individualised service to our students, from the very beginning of their journey with us, is fundamental to our brand. We receive a high number of enquiries from across the world and offering that personalised service in a timely way was more than we could effectively manage in-house. Partnering with QS has meant not only that we can provide a more efficient service but also a far more effective one. Applicants are now making better informed choices and conversion rates have improved by over 2% across all programmes.

We consider the Regent’s call handlers at QS to be an integral part of our Admissions team. The data and market intelligence supplied to us by QS is invaluable in underpinning our marketing and promotional activity and the professional relationship and mutual understanding between QS and Regent’s, both at operational and management level, is key to our success.” — **Nicky Chapman**, Director of Marketing and External Relations at Regent’s University London.

Quick Stats

- **Website:** www.regents.ac.uk
- **An independent and not-for-profit university with charitable status**
- **Notable alumni:** Karl-Johan Persson (President & CEO of H&M), Prince Félix of Luxembourg, Ruby Wax (comedian & television presenter), Sultan Muhammad V (current Yang di-Pertuan Agong of Malaysia & the Sultan of Kelantan), and many more
 - ✓ Over 16,000 UK and international student enquiries per intake
 - ✓ Increased conversion to enrolment
 - ✓ Reporting and data insights across the student recruitment pipeline

and the Government including students within its immigration cap, to Britain's vote to leave the EU and increased competition from overseas universities recruiting international students, the sector faces a period of increasing uncertainty. With 80% of its students being of non-UK nationality, Regent's is under constant pressure to evolve its recruitment strategy, adopt new approaches and meet its targets.

To help Regent's meet these challenges, QS Enrolment Solutions' enquiry management and offer conversion services have reduced the number of incomplete applications, improved the open and click-through rates of email marketing communications, and most importantly increased conversion from offer to enrolment, to deliver maximum return on investment.

The Importance of a Partnership Approach

From the beginning of the Regent's and QS Enrolment Solutions partnership in 2014, it was built on a shared commitment between the organisations. With clear objectives and goals set

from the outset, the partnership created an environment of creative collaboration. The mutually beneficial success-based commercial model meant that both organisations were aligned to ensure that decisions were made quickly and effectively using shared data and insight. With a constant drive for shared success, the partnership has evolved and expanded.

Expanding the Partnership for Greater Returns

To assist Regent's in meeting its long-term strategic and recruitment objectives, it recently expanded its partnership with QS Enrolment Solutions to include market research services. Using tailored research, QS Enrolment Solutions has enabled Regent's to further expand its knowledge of students' decision-making criteria and processes, and understand their ambitions and life goals. It has also helped them to measure global awareness of the Regent's brand and understand its competitor positioning both within the UK and other countries. The resulting insights will enable optimisation of messaging and recruitment channels to generate high-quality leads.

"The Student Persona Project that we undertook with QS has been the best marketing investment we've made at the institution. It represents a real paradigm-shift in the way we'll be working in the future.

We now have the foundation of research that allows us to be really creative. We have a better understanding of our audience, our competitors, our channels, and our messaging. We know what's unique about our institution, and which aspects of this are most appealing. Perhaps most importantly, we know how to spend our marketing budget most effectively and the ROI we can expect." — **Rich Yates**, Head of Marketing and Deputy Director of External Relations at Regent's University London.