



The University of Greenwich CASE STUDY

WHAT DID THEY DO?

Improved student experience and lowered attrition rates

The University of Greenwich identified potential to better handle post-acceptance student administration to improve the student experience and lower attrition rates.

They implemented Enroly which is an automation platform that allows university staff to process a large volume of students without compromising on compliance, conversion or student experience.



5x

Improvement
in administrative
processing
speed

62%

Reduction
in student-staff
communication

75%

Reduction
in enrolment attrition
(revenue retention
in the millions of
pounds)

“

We invest significantly in the first half of the recruitment pipeline, but due to the complexity of processes and compliance considerations in post-acceptance to enrolment administration, we struggled to find a solution to help us better manage this stage. Students often pay the price of these inefficiencies by missing an intake which can have devastating consequences to their lives. Enroly's automation software has solved this problem.

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Chris Bustin

Associate Director

Global, University of Greenwich

HOW DID THEY DO IT?

The university commenced a pilot with their international student cohort for 2018/19. For these students, the university transitioned from a predominantly manual process largely consisting of shared spreadsheets, phone calls and emails to an automation-assisted process managed within the Enroly platform.

The admissions staff were trained on the new student management interface which has been purpose-built for their post-acceptance workflows. Staff found the method by which the automation technology analysed and prepared student data and documents allowed them to make faster and more informed decisions.

Following the pilot, the Enroly platform and its CAS Shield feature was fully rolled out for staff to manage all international students and their agents.



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CAS Shield has enabled my team to focus on important student concerns rather than falling behind with repetitive paperwork and questions. The system is very intuitive to use and we've been able to bring our staff onboarding down from 3 months to just 1 month.

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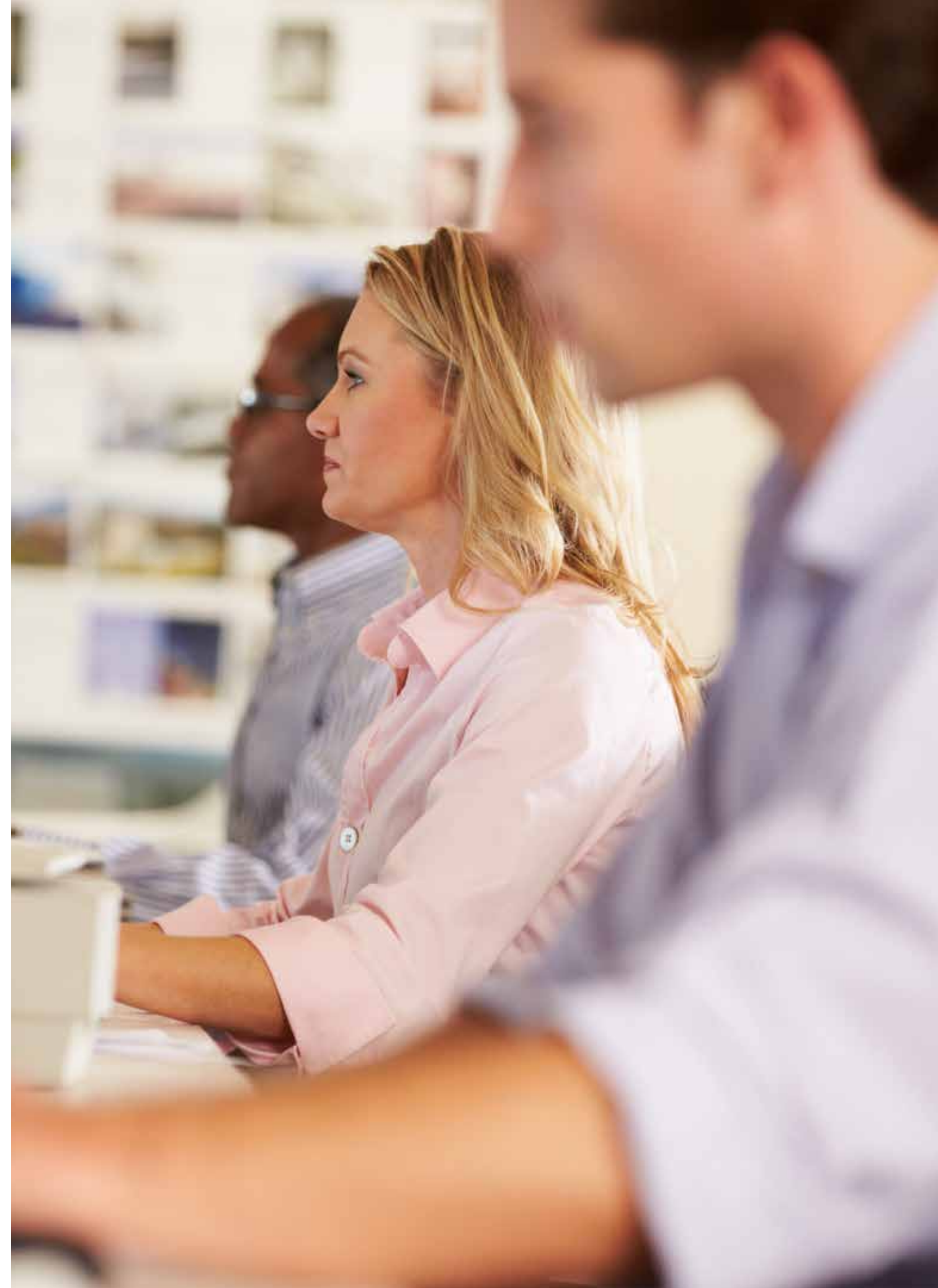
Paul Rees

Student Visa Compliance Manager
Global, University of Greenwich

WHY ARE THEY DOING IT THIS WAY?

In international student recruitment universities often struggle to balance the priorities of conversion and compliance teams as an emphasis on one can compromise the other. Enroly provided a platform solution that was streamlined and engaging so as not to cause attrition, as well as simple to follow OISC-accurate compliance processes that prevent risk to the university's sponsor license and course-correct student mistakes that lead to unnecessary visa refusals. The system allowed all teams to work together in alignment, improving the student experience and retaining more revenue for the university.

University of Greenwich also appreciated the security enhancements offered by Enroly's platform. The platform has been built with high levels of security for the necessary transfer and housing of sensitive information for a large number of students. Enroly also enabled the university to provide ordered audit records to UKVI.



“

I can honestly say it's a pleasure to review a checklist for a system that has clearly been designed with security in mind from the ground up rather than an afterthought, it really does show.

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Michael Cooper

Senior Technical Security Engineer
Global, University of Greenwich

Thank you for reading

If you have any questions about Enroly, what we do, or how we could help you please contact jeffrey@enroly.com or visit www.enroly.com.



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