



Scaling the power of communities across the student journey

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Let's set
the scene



69% of recruitment professionals feel more stretched than at any other time in their careers



So - what's causing this?

01

A hyper
competitive
landscape

02

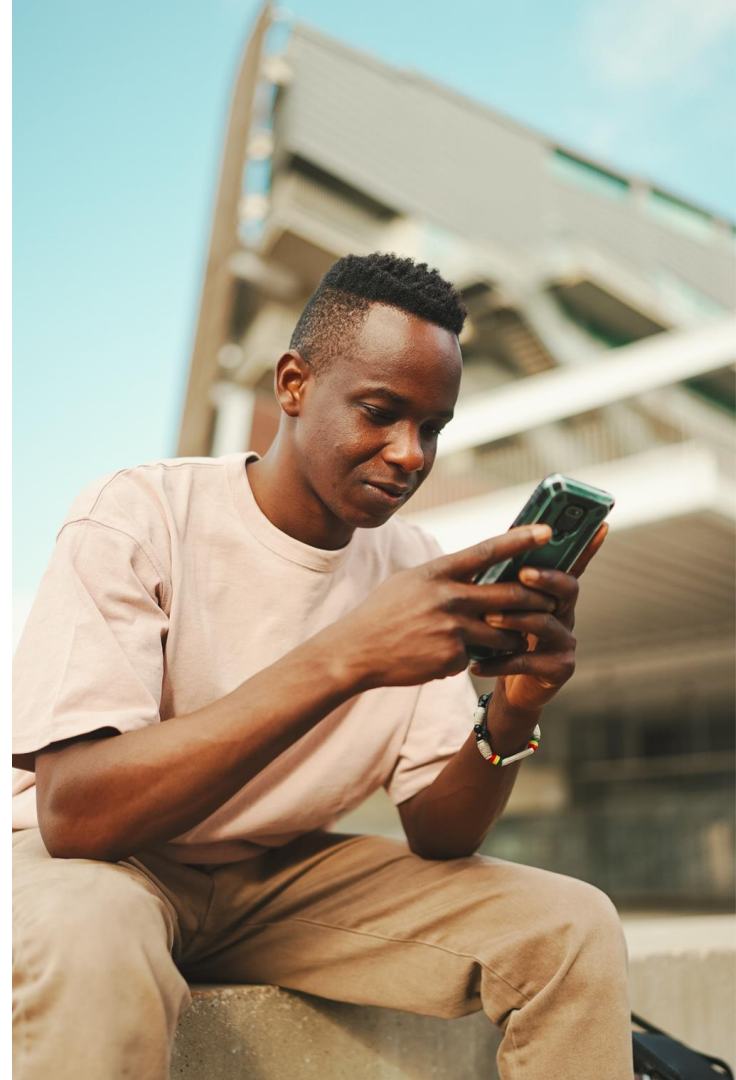
Tech is failing
institutions

03

Scaling your
authentic voice
is hard



47% of students want every single piece of their outreach personalized



68% of professionals say their tech stack offers limited or no insight into how prospective students are feeling or what they're thinking



So, what's the way
forward?



Fireside chat with Andy Jackson



A Unibuddy Assistant

An Assistant which helps you immediately engage and convert students visiting your website by quickly identifying their needs and auto-magically matching them with the resources or people who can help.





Student questions answered FAST

An assistant that **already knows** enough information about your institution to answer top-level, factual prospect questions; 24 hours a day, 7 days a week.



Human connection championed

An assistant that **connects students to the right human*** as soon as they need subjective, more nuanced information and guidance.

* ambassador, staff, or webpage, resource, ambassador content, event listing etc...



How Assistant compliments Unibuddy Chat



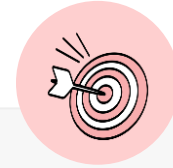
A better prospective student experience

- Students are drawn in from the moment they land on your website
- Quicker answers to basic questions
- Redirected immediately for more nuanced questions
- Automatically matched with an ambassador



Less work (and money)

- Basic and repeat questions are automatically answered
- Save money - pay ambassadors for higher quality conversations



More ROI

- More leads captured thanks to immediate engagement
- Higher quality insights in real time
- Recommendations on next best steps for students to take on their journey



Thank you!



Appendix





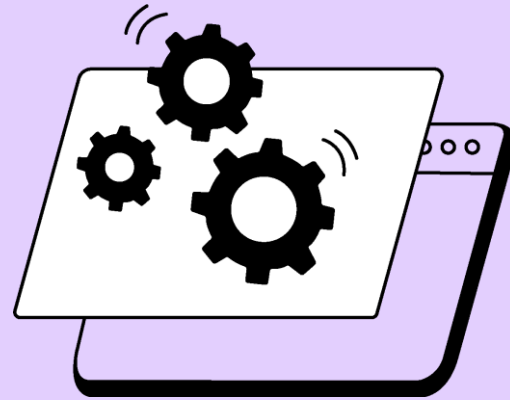
Communicate what matters

- Focus your messaging on the things that matter most to students: outcomes.
- Don't just sell the value of your college; sell the value of a degree altogether.
- Don't just compare yourself to other institutions; show how you compare to other pathways.



Use fewer, better tech tools

- Focus investment in tech products that offer insight into what your students are thinking, and opportunities to connect directly with them.
- Focus your marketing efforts on the digital channels that matter most to your student demographic.





Use the power of connection

- Incorporate human-to-human connection, and look at solutions that let you do this at scale, potentially powered by AI.
- Remember – a real human voice is a far more valuable resource than the posed photos in brochures.
- Bring the most trustworthy voices into your marketing.

