QlikView

QLIKVIEW FOR HIGHER EDUCATION: STUDENT RECRUITMENT

Optimising Enrolment Through Business Discovery

CHALLENGE

Student recruitment has never been more challenging, with greater competition across all areas from both regional and international universities. The need to understand the impact of recruitment fairs, online campaigns, advertising and many other forms of promotional tools is critical to effective future investment. Without the ability to link the data sets and analyse marketing effectiveness, money can be wasted year after year when trying to achieve the right student intake.

A BI solution which can rapidly combine data from multiple sources and present visual dashboards for analysis can provide a quick and cost effective solution to this challenge.

SOLUTION

QlikView and the Education community have built a number of 'QlikView Apps' to address and demonstrate capabilities specifically focused on student recruitment.

QlikView Higher Education Student Recruitment apps empower users to make faster and better informed decisions by allowing them to:

- Geographically map undergraduate and postgraduate applicants to a postcode level for a greater understanding of year-on-year trends and better informed targeting of recruitment campaigns
- Enable increased returns on investment in student recruitment activity and a potential competitive advantage
- Produce interactive KPI scorecards for a summary level view on all faculties and departments performance related to recruitment, with capabilities to drill down to a granular level in seconds
- Increase efficiency and lower costs of registration service processes
- Leverage full collaboration functionality at the desktop and on mobile devices to share analysis and insights, with bookmarks and in-context annotations for a lasting decision record
- Consolidate all data types rapidly from disparate sources to create 'what-if' scenarios for better forecasting of future trends
- Improve the rate of conversion from placement offer to enrolment through instant availability of student records, helping maximise recruitment and manage intake according to targets

Example: St Andrews University App Dashboard

> " All student dashboard apps are associative, dynamic and interactive. We offer all interested parties transparency, of which we as an organisation are extremely proud. "
>
> Henk Bönhke, Communications & Administrative Information Officer, The Netherlands Association of Universities of Applied Science ('HBO-raad')
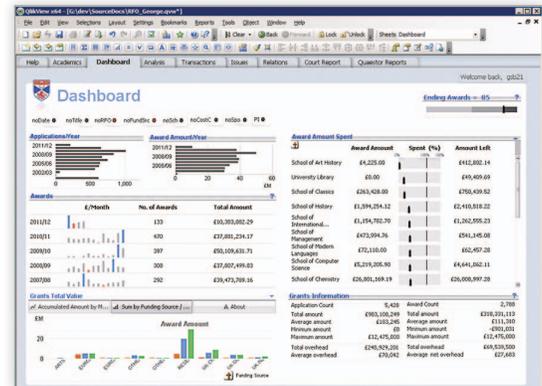
CUSTOMER EXAMPLES

- Fundesem Business School, Alicante – depends on QlikView for accurate KPIs to determine internationally targeted marketing campaigns for student recruitment, gaining metrics insights within a day rather than a week, as with the previous system
- Anglia Ruskin University – has department heads and staff exploring data and drilling down into individual student record detail to gain valuable insights with the QlikView Student Registration and Applications app after only 2 hours training

ABOUT QLIKVIEW

QlikView is the leading Business Discovery platform, delivering true self-service BI that empowers the business user by driving innovative decision-making.

Contact your QlikView representative to schedule a discussion and live demonstration related to this solution area.
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