



Enquiry Experience Tracker

**You never get a second chance
to make a good first impression**

2023 Enquiry Experience Tracker
Information Pack for USA & Canada

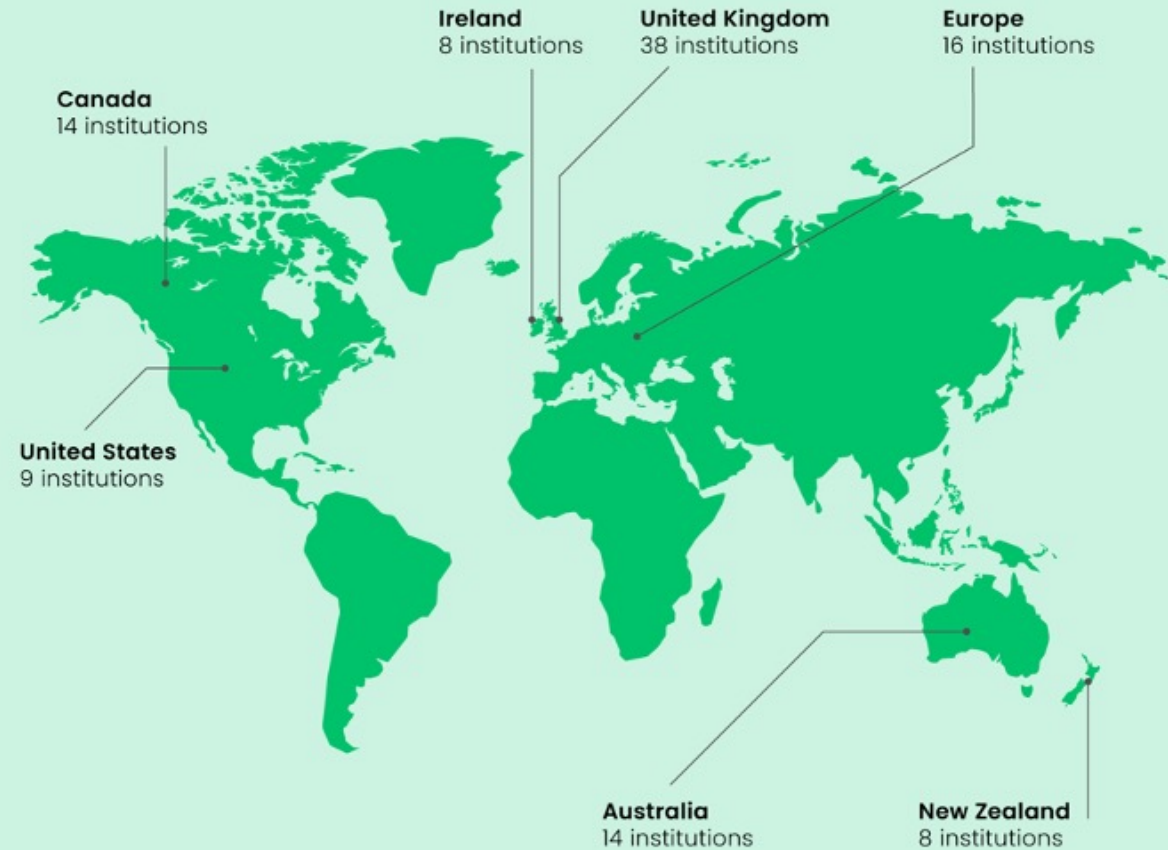
A syndicated global mystery shopping program for higher education institutions

The **Enquiry Experience Tracker** is a global research program designed to help higher education institutions understand how well they respond to enquiries from international prospects.

Posing as prospective international students, we place course enquiries through your key channels and analyse the responses.

We score and benchmark the experience against local and global competitors so you can better understand your performance.

The 2022 research included 107 institutions from top study destinations



Personas for Canada mystery shopping

Mystery shopping will be conducted between April and June 2023.

Mystery shoppers will represent six prospective student personas across a variety of international markets.

Every mystery shopper will place one enquiry with each institution using the relevant enquiry channel.



HIGH SCHOOL GRADUATE

INTERESTED IN UG ACCOUNTING



PROFESSIONAL

INTERESTED IN PG IT



UNIVERSITY STUDENT

INTERESTED IN STUDY ABROAD



UNIVERSITY GRADUATE

INTERESTED IN PG BUSINESS



UNIVERSITY GRADUATE

INTERESTED IN PG PROJECT MANAGEMENT



HIGH SCHOOL STUDENT

INTERESTED IN UG ENGINEERING



PHILIPPINES



VIETNAM



USA



CHINA



NIGERIA



INDIA



ENQUIRY FORM



LIVE CHAT



INSTAGRAM



EMAIL



ENQUIRY FORM



PEER TO PEER

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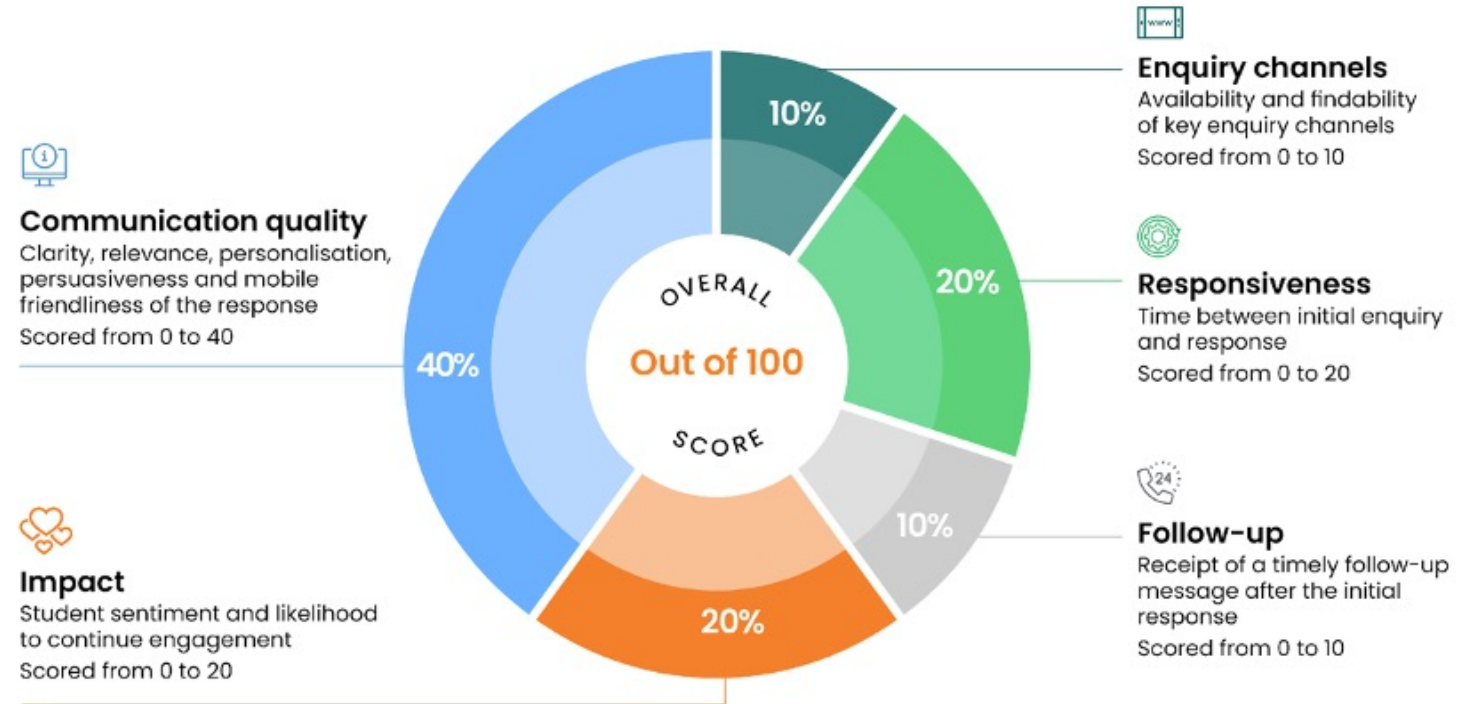
PEER TO PEER

We score against today's standard for effective student engagement

Mystery shopping will be assessed against 14 criteria including findability, responsiveness, clarity, personalisation and sentiment.

Each institution is given an Enquiry Experience Score, representing the average rating from each mystery shopper for the institution.

The scoring methodology has been developed by Edified's digital communication experts and informed by the latest behaviour and conversion insights from UniQuest.



Developed by
Edified & **UNIQUEST**

You'll gain perspective through benchmarking

Local and global benchmarks help you understand your performance relative to others.

Global average



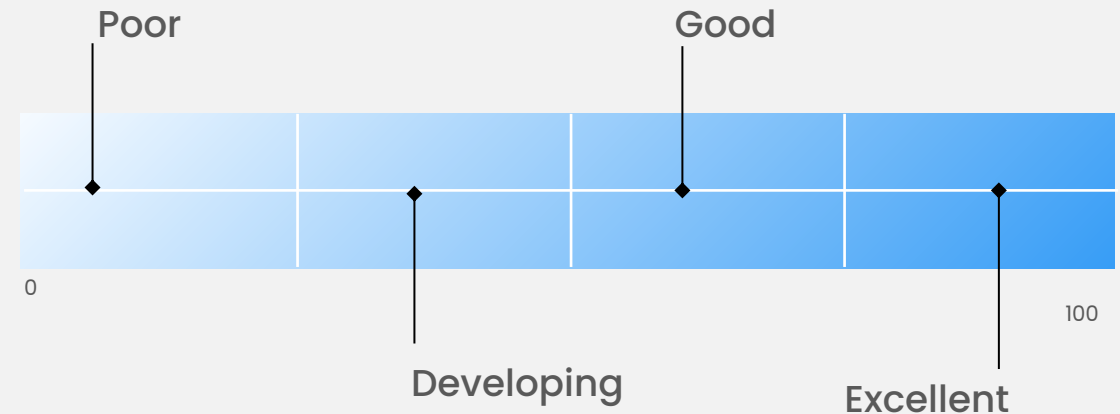
Group averages



Country averages



Best practice benchmarking helps you understand your performance relative to our standard of excellence – a measure informed by our expertise in student communication and insights from UniQuest's conversion and student satisfaction data.



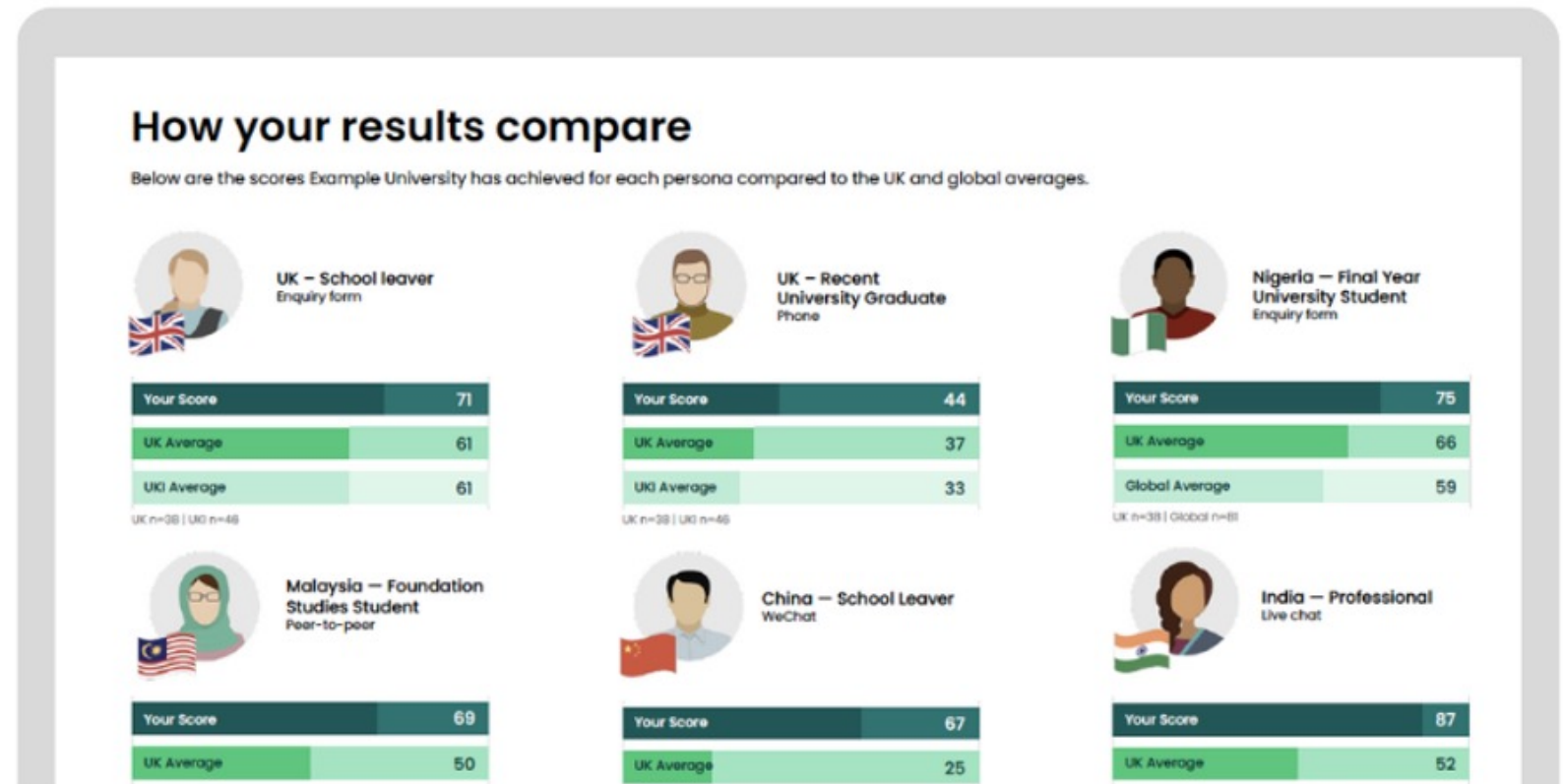
You'll get a personalised report to help understand your performance and identify opportunities

Benchmark your service levels with local and global competitors

Identify how well you are meeting student needs and expectations

Pinpoint areas of strength and competitive advantage

Get recommendations to optimise the prospective student experience



Participation is simple, and we'll keep you informed every step of the way

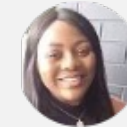
How does it work?

1. Register your institution at edified.com.au/eet
2. Complete a short questionnaire
3. Edified conducts the field work and evaluation
4. Edified analyses the results and writes up your personalised report
5. You'll receive your institution report and invitation to the global results webinar

Edified's project team will share regular updates to keep you informed through the process.



Shweta Chandan
Communications Manager



Tari Kufeni
Project Manager



31 March
Registration deadline



Early April
Institution questionnaire



April – June
Mystery shopping field work



July – September
Analysis and reporting



Early October
Report delivery and
global webinar

Choose from a range of packages to suit your goals and research needs

The Enquiry Experience Tracker is a must-have for any data-driven student recruitment team.

Register by 31 March 2023 and you'll be part of the mystery shopping and receive a personalised benchmarked report to support your student recruitment strategies.



edified.com.au/eet

If you're after something different, ask us about custom packages.

Registration options	Standard	Premium	Group (min. 6 institutions)
Number of mystery shopping enquiries	6	24	6
Benchmarking	Country Global University grouping (if applicable)		Customised for the group
Institution report	✓	✓	✓
Institution presentation	-	✓	-
Global results webinar	✓	✓	✓
Group report	-	-	✓
Group presentation	-	-	✓
Price	US \$3,500 CA \$4,950	US \$5,500 CA \$7,950	US \$3,100 CA \$4,450 per institution

Webinar invitation

Join us for an information session about EET 2023

Learn more about the 2023 Enquiry Experience Tracker and how it works. This short webinar is tailored for institutions in US and Canada. You'll gain:

- An understanding of the research methodology and focus areas for the 2023 research round.
- A summary of insights from the 2022 research round, including hearing from one of Edified's mystery shoppers about their experiences.
- An insight into how universities are using EET research and benchmarking to improve performance

There will also be an opportunity for Q&A.



Elissa Newall
Partner and EET
Project Director
Edified



Saurabh Malhotra
Director, International Recruitment
& Market Development
Fanshawe College

Register now

<https://EET23-NorthAmerica-Info.eventbrite.com.au>

EET 2023 North America Information Session

Tuesday 7 March
3:30pm – 4:30pm EST



It gave us a really useful perspective in terms of where we sit alongside other Russell Group members and also on a global scale.

Our individual personalised feedback report had some key findings which will enable us to implement change for the user experience.

—

Layla Melemendjian
Operations Manager,
International Recruitment
University of York, UK



We found Enquiry Experience Tracker to be a useful tool to identify and fix gaps in our student enquiry funnel.

EET provides fantastic benchmarking against our most relevant comparators as well as global institutions.

—

Saurabh Malhotra
Director, International Recruitment &
Market Development
Fanshawe College
Canada



The Enquiry Experience Tracker is another high quality service from Edified, which provides important information that will feed into our strategic decision-making processes here at the University of Otago.

—

Jason Cushen
Director, International
University of Otago
New Zealand



Participating in the Enquiry Experience Tracker was an incredibly rewarding investment.

The report provided concrete advice and reasonable actions that we have started implementing. The results have been noticeable and immediate.

—

Michael Oppenheimer
Director of International Student
Recruitment
Dalarna University, Sweden



Summary of global results 2022



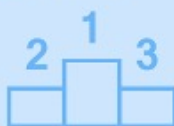
Key findings from the 2022 research

The 2022 research included 107 institutions in major global study destinations.



Australia, Wales and Sweden lead the world for student enquiry experience

On average, North American institutions lag behind.



Email is the most reliable channel

Students received a reply to **96%** of enquiries sent by email.

Bots are a member of the enquiry team

1 in 5 live chats use a bot, some offer a human if you reach the end.



Welsh institutions are the most approachable



4 in 10 communications were rated warm and engaging, almost double the global average.



Globally, only a third of enquiry communications were excellent

High scores were consistently achieved for clarity and mobile responsiveness, which are hygiene factors and unlikely to impress students.

The biggest opportunity for most institutions is to improve persuasiveness.



WeChat is a blind spot for many institutions

1 in 2 enquiries on WeChat did not get a reply.



Peer-to-peer channels are ubiquitous in the UK



Around **90%** of UK institutions offer peer-to-peer, higher than any other region in the world.



There's a global lead nurture gap

Only **1 in 4** prospective students received follow-up communication.

Sophisticated martech is not the norm

1 in 5 institutions rely on basic tools like spreadsheets and shared email accounts to manage enquiries.

Only **1 in 10** institutions have a fully integrated CRM providing a 'single view of customer'.



A third of mystery shoppers had a negative experience



35% said they would not continue engaging with an institution based on the experience they had when making an enquiry.



Response rates are frustrating for students



4 in 5 enquiries globally received a response, leaving **1 in 5** students hanging.

Generic templates are not usually helpful

Only **half** of mystery shoppers received answers to all of the questions they asked.



List of 2022 institutions

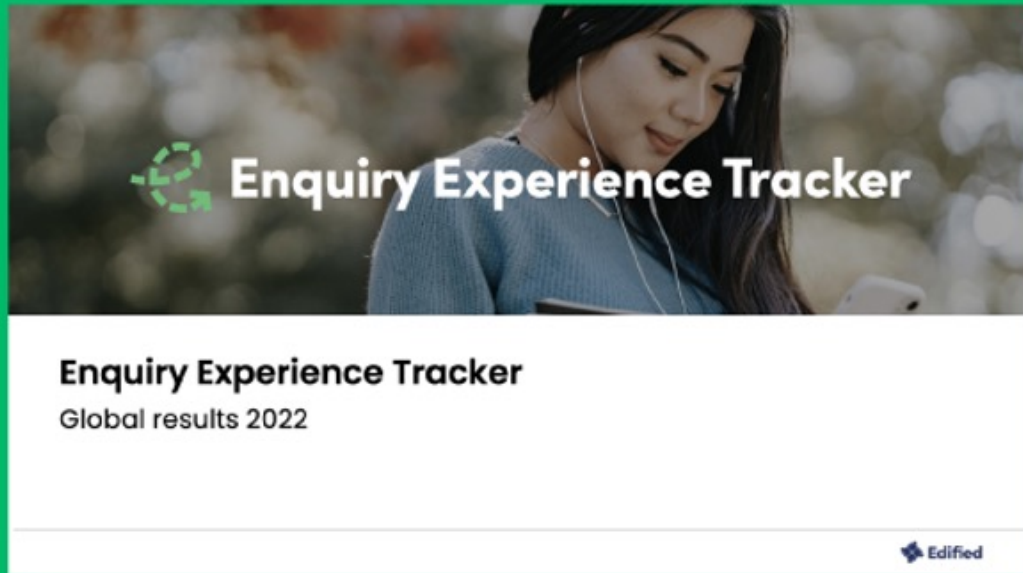


List of 2022 institutions



Enquiry Experience Tracker

Find out how well institutions in major study destinations handle student enquiries



Get the 2022 global report →

edified.com.au/post/eet-2022



More information

Frequently asked questions

Who is Edified?

Edified is a specialist research, consulting and delivery company focused exclusively on the education industry. We are dedicated to assisting education providers and promoters globally to dramatically improve results in student acquisition, student retention, student experience and student success.

Our partners each have 20+ years of experience working within education providers, government and service providers to the education sector. We are results oriented, using our expertise, energy and partnerships with curated service providers to help our clients gain ground quickly.

Learn more at edified.com.au

Who is UniQuest? How are they involved?

UniQuest partners with higher education institutions in the UK and US to deliver enquiry and enrolment management services. Learn more at uni-quest.co.uk

The Enquiry Experience Tracker was developed by Edified and is informed by the latest student behaviour data and conversion insights from UniQuest. Edified delivers the Enquiry Experience Tracker.

How much effort is involved for institutions?

Participation in the Enquiry Experience Tracker is simple. After registering, you'll receive a short questionnaire to complete on behalf of your institution. This will ask you to share some basic information about your institution, such as enquiry contact details. It will take around 15 minutes.

From there, Edified will manage all field work, analysis and benchmarking. You simply need to wait until October, when you'll receive a personalised report with your results.

Is this a one-off or annual piece of research?

The Enquiry Experience Tracker is an annual research project. You can participate every year or less often if you prefer. Those who participate regularly will benefit from being able to measure the impact of any changes made and see year-on-year shifts in performance relative to competitors.

What sort of report can we expect?

You'll get a personal report with your institution's results and benchmarking against competitors. You'll also get tactical recommendations that you can implement to improve your performance.

View a [sample UK Institution Report from 2022 \(pdf\)](#) for an indication of what to expect. The reporting template evolves each year but the core benchmarks and reporting charts remain consistent to support year on year analysis.

When will I be invoiced?

You will be invoiced by Edified once your registration is received.

Frequently asked questions

Which personas are included in the 2023 USA & Canada research?

In 2023, the USA & Canada research will include six international students. Refer to pages 3 and 4 of this document for more information on student types, channels and markets covered this year.

How are the mystery shopping personas and scenarios developed?

Mystery shopping personas are informed by UniQuest trend data based on a sample of over 300,000 prospective student enquiries handled on behalf of UniQuest client universities in 2022. We have considered top enquiry channels and enquiry topics by market and study level. Enquiries have been modelled on real enquiries placed by students who went on to enrol in UK universities.

Can we customise the personas or other elements to meet specific needs of our institution?

Typically, institutions participate in the Enquiry Experience Tracker so that they can benchmark their performance against others. To achieve this, we need to ensure a level of standardisation across participating institutions. If you have specific requirements that need to be met, please get in touch via eet@edified.com.au so we can understand them. It might be necessary to scope a bespoke piece of research.

Which contact details will the mystery shoppers use when making their enquiries?

Mystery shoppers will place enquiries using contact details specified by you. When you register for the Enquiry Experience Tracker, you will be asked to complete a short questionnaire to provide the necessary details.

Mystery shoppers are also asked to review your website and locate the contact details they believe are most relevant for their enquiry. This information is used to evaluate findability of your enquiry channels.

How is live chat defined?

Live chat is defined as any tool that delivered a synchronous and immediate chat experience within the institution's website. This includes chatbots.

Tools such as Unibuddy or The Ambassador Platform (TAP) are not included due to their asynchronous nature. Mobile apps (e.g. WhatsApp) and social media messaging (e.g. Facebook Messenger) are not included because the interactions take place on a separate platform to the institution's website.

How is peer-to-peer defined?

Peer-to-peer is defined as any channel that allow prospective students to communicate with current students. Typically, this involves tools such as Unibuddy or The Ambassador Platform (TAP) but can also include bespoke chat applications, web enquiry forms, and social media managed by students.

Frequently asked questions

Why aren't WeChat, phone or WhatsApp included this year?

Each year we aim to cover a mix of traditional and newer enquiry channels. This allows institutions to get a broad picture of their performance.

In 2022, the research included mystery shopping of WeChat (globally) and phone (in the UK). These were two of the lowest scoring channels and many institutions received recommendations on how to improve the enquiry experience through these channels. Implementing change takes time and we intend to revisit these channels again in 2024 so that institutions can measure the impact of improvements made.

Instead, this year the research is focusing on to other channels – Instagram and third-party websites – which we hope will also deliver interesting insights.

WhatsApp is flagged for future inclusion once a large enough group of institutions offer this channel. This is being monitored annually through the questionnaire institutions complete as part of this research.

What happens if our institution doesn't have a particular enquiry channel (e.g. live chat)?

Where a particular enquiry channel is not offered by an institution, it will not be mystery shopped or benchmarked. The Enquiry Experience Score will be calculated based on the channels that are available.

The exceptions to this are as follows:

- If a web form is not offered, an email address can be substituted.
- If email is not offered, a web form can be substituted.
- If Instagram is not offered, Facebook can be substituted.

This substitution is permitted because both channels deliver a comparable experience for students and can therefore be evaluated side by side.

Frequently asked questions

How long do the mystery shoppers wait for a response?

There is a maximum allowable response time set for each channel. After this time was exceeded, mystery shoppers abandon their enquiry and the institution will receive a null score for responsiveness, communication quality and follow-up criteria.

The response time is counted as the time between an enquiry being initiated and the time the mystery shopper is connected with someone who can help with their enquiry (i.e. an actual response, not an automated reply).

The maximum allowable response time is set by channel:

- Live chat: 15 minutes
- Peer-to-peer and social media: 5 days
- Email and web form: 3 weeks

Live chat and phone enquiries are only placed during business hours.

If any technical or connection errors are encountered, a second attempt will be made.

Who will we be benchmarked against?

Institutions are benchmarked against our standard of excellence as well as aggregate competitor scores. Depending on the profile of your institution, this may include country or group (e.g. Group of Eight) level benchmarking.

Will my results be shared?

Individual institution data and results are only shared with the entity that registers for the research. We publish aggregate data at a country level and, where relevant, we also publish group averages.

Unless directed otherwise, Edified will only send an institution's report to the contact person nominated in the registration questionnaire.

What do we do after getting the results?

Your report will include personalised recommendations to help you improve your enquiry services. If you'd like to discuss your results or have questions about the recommendations, get in touch via eet@edified.com.au.

If you'd like assistance implementing recommendations or further advice, Edified provides a range of consultancy services in this area, such as Communications Audits and Student Journey Strategy projects.

Questions?

Please get in touch for more information
or to discuss any questions.



Elissa Newall
Partner and EET Project Director

elissa@edified.com.au

