

Agenda – an update on our data services



Demo of new Student Journey tool (focus on Clearing) and PG AIS with Jess Wadey



Update on our Data Consultancy launch



EXACT

- An update on our forthcoming roadmap
- Input required on future pricing



Input required on data ‘bundles’

Student Journey – Clearing dashboard

- > Student journey provides insight into the entire cycle from end to end.
- > We started with the clearing dashboard as it proved to have the biggest interest.
- > Due to be launched in February with 2018 data.

Student Journey Demo

PG AIS – Postgraduate Application Insight Service



Started working with the steering group in July.



Launching today 19th of November.



We currently have a 11 providers signed up and we are looking for more to join in April.

PG AIS – Postgraduate Application Insight Service

1. You send us your data

Every month you send us a snapshot of your PG application numbers


2. We combine all of the data

We create a sector view and a competitor view based on your 5 choices.

3. We send you the dashboards

We have created 5 dashboards within tableau online which will be updated each month.

PG AIS Demo



**We want to enable the sector to make
informed, data-led decisions.**

**We can support your ambitions whatever
your current level of understanding.**

Data consultancy



Find solutions to your challenges – whether designing a recruitment strategy, identifying profitable markets, optimising course portfolios, or widening participation.

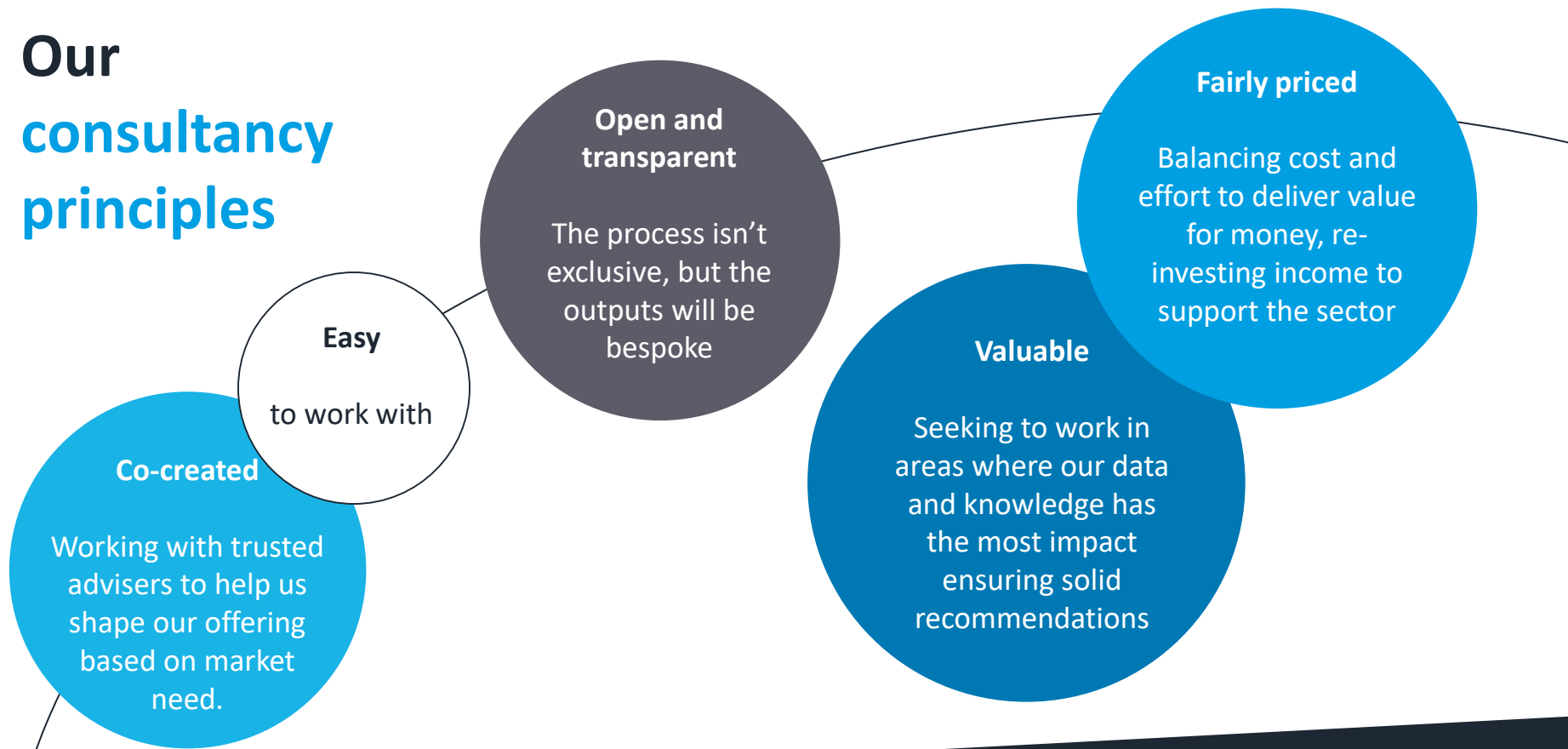


Combine your resources with ours for maximum impact – our collaborative data and insight-driven approach is targeted and outcome-driven.

Data consultancy

- Our dedicated team of data scientists, policy specialists, and sector consultants, will crystallise the challenges you face – and where data can add clarity.
- Receive bespoke, actionable recommendations, in person, through a detailed project report.

Our consultancy principles



EXACT

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A view on our roadmap

- Course Length
- Part Time / Full Time
- Degree Type
- EPQ

Available with EoC

- GCSE
- Parental HE

December 18

Continued development to our pricing:

- Subscription
- Standard pricing

Review Dec 18

- Entry Requirements
- Surveys
- Unique Offer Holders
- Point of Entry
- Decision Times

To be commenced in Q1 of 2019

Future pricing – your input needed

We need to change our pricing algorithm as currently the process is inefficient and requires too many interactions before users can get to an accurate cost. We are not proposing to reduce costs.

We need your input into how this is done:

1. Would you want broadly the same cost year-to-year in order to budget?
2. Would you support tiered pricing for different variables?
3. Would you want to be able to self-serve to get the cost (and/or the data itself)
4. What are your thoughts about ad hoc discounting – effectively “sale” pricing?
5. If we were to change the subscription service, what are your thoughts on:
 1. One output a day (as-is)
 2. One output a week
 3. One output a month
 4. One output a quarter (etc)

**Would you be prepared to
pay for some elements of
our data portfolio in-bulk
at the start of the year?**



Data 'bundles' – a straw man

	Bronze	Silver	Gold
Paid version of App and Decision Tracker	✓	✓	✓
Student Decision Report	✓	✓	
Student Decision Report + bespoke presentation			✓
Competitor analysis	✓	✓	
Competitor analysis + student journey			✓
Advanced Masterclass x 1 (potential for gold to get preferential dates)		✓	✓
Exact Subscription		✓	✓
Clearing forecast report			✓
PG Application Insight Service		✓	✓
Portfolio management tool			✓
10% off further media services (exc. clearing)		✓	
20% off further media services (exc. clearing)			✓

Data and insight bundles

Is a tiered system the right approach?

Do you know enough about what we offer to make an informed choice?

Is getting early access to our new data products appealing?

How would this work with budget holders/stakeholders?

Would you want a 'Chinese menu' of potential options