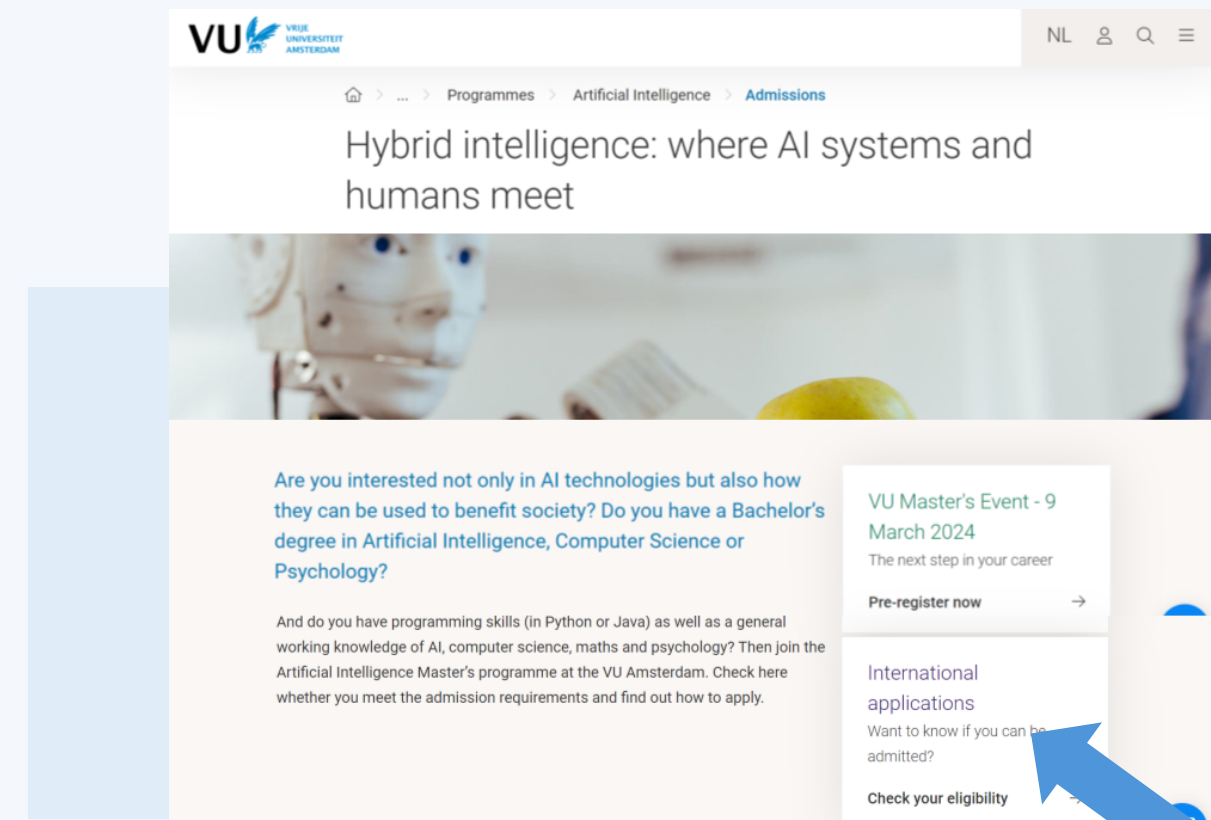


Student Self-Check: A digital eligibility tool for international students

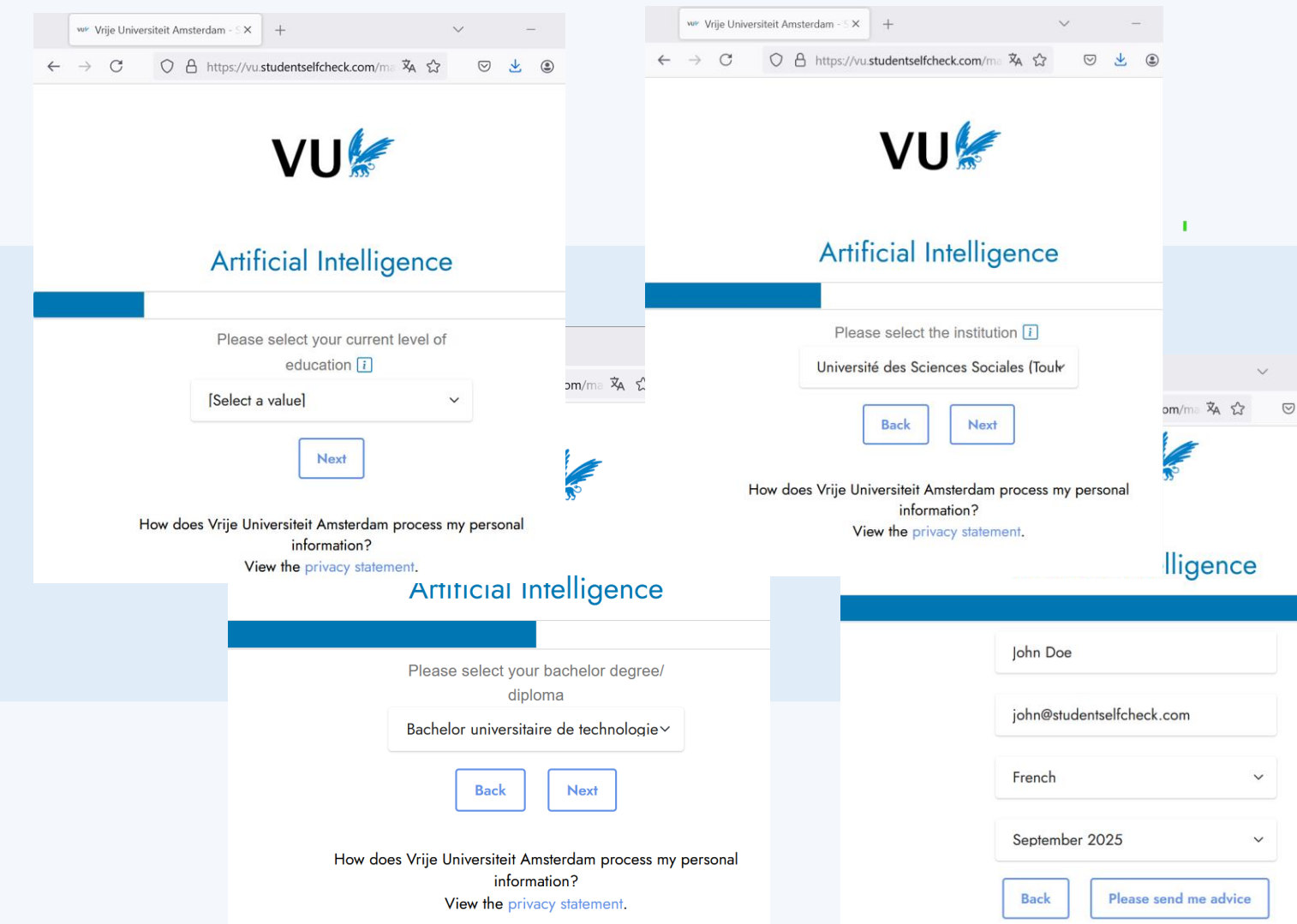
What is Student Self-Check (SSC)?

- A digital eligibility tool offered by the university that provides international students an immediate personal advice
- Fits to the unique requirements of every single BSc or MSc programme

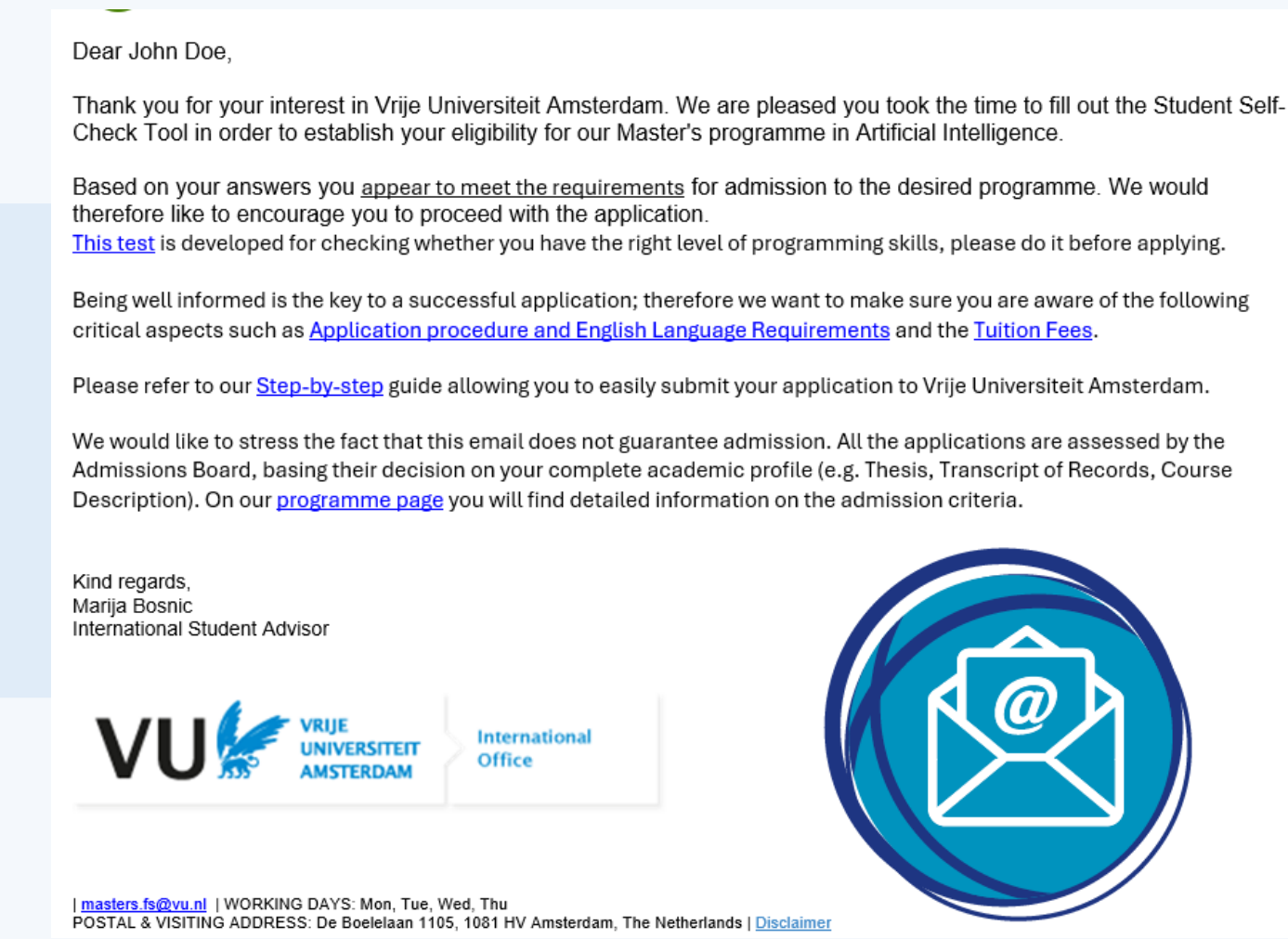
1 The university offers SSC on the programme pages



2 The student completes the programme specific eligibility questions



3 The student gets an immediate personal eligibility advice



4 With a link to start application... (when eligible)



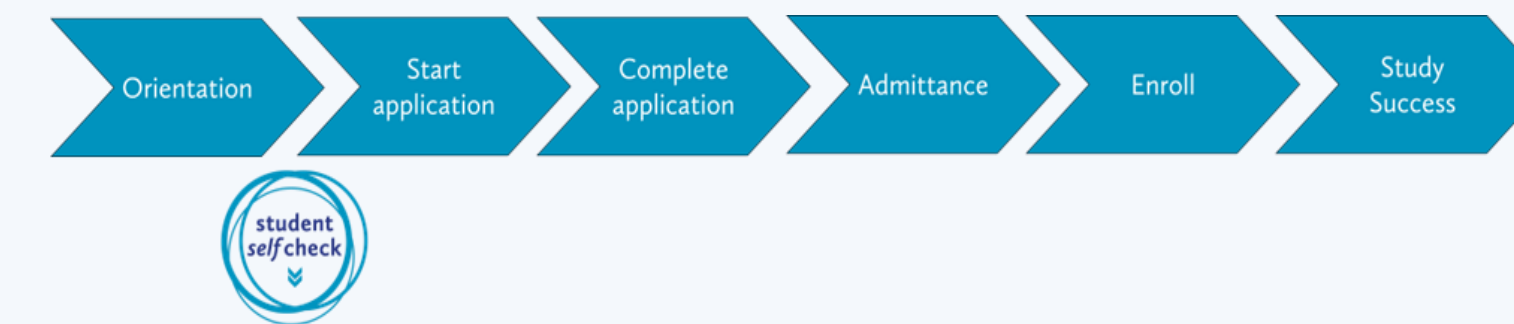
Why offer SSC to international students on programme pages?

Improved student experience for an online savvy generation



- 85% rate SSC helpful and intuitive
- Simple and takes < 5 min
- 100K+ self-checkers
- 10% of programme pages visitors fill out SSC (average)

Higher quality of applicants is higher efficiency



- A better-informed student makes a better-informed decision
- 73% eligible self-checkers start application (vs. 48% non-eligible self-checkers)
- 80% of self-checkers get admitted (vs. 70% overall)

Marketing and admission insights



- Understand who is visiting the programme pages
- Understand what questions are causing barriers
- Highly qualified leads for a fraction of the (marketing) budget

Nurturing and follow up strategies



- < 1 euro cost per lead
- 85% consent/opt-in
- Encourage to apply and provide relevant personal info

How to manage and maintain SSC?

User friendly admin portal for university staff



- Self-manage programme settings, questions and e-mail templates
- Every aspect can be labelled **eligible**, **maybe eligible**, **not eligible** based on the programme requirements

SSC Platform Principles



- Comparison information from over 100 countries, a.o.:
 - Diploma's – high school to MSc.
 - Grading scales and grades
 - Subjects like Mathematics

Intelligent monitoring and follow up

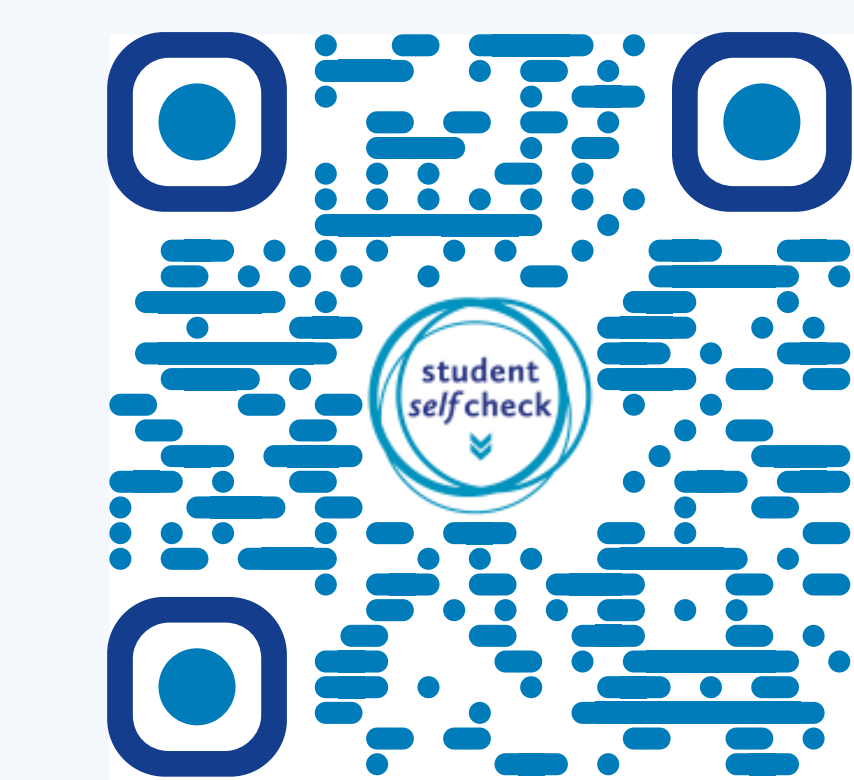


- Overview of self-checkers per programme
- Analyse self-checker data
- Prepare for relevant follow up

Plug and Play



- No adjustments to website required
- Simply integrate URL into programme pages
- Integration with CRM



Experience yourself

