

BUSINESS CASE

Increasing international student enrolments



- + 3x ENROLMENTS YEAR ON YEAR
- + 30% INCREASE IN THE AVERAGE TICKET VALUE
- + 67% INCREASE IN QUALIFIED TRAFFIC
- + 13% INCREASE IN ROI
- + +50% CONVERSION RATE

INTRODUCTION

The **Culinary Institute of Barcelona**, an institute designed to transform cuisine.

CIB is an education centre with an **international scope**. A centre designed for a unique training experience. A training HUB based on **multiculturalism, creativity and innovation**.



THE PROBLEM

A) Complex student recruitment process

- 1 STUDENT LEADS FROM ALL OVER THE GLOBE:**
 CIB is an institute known all over the world hence it receives applications from many countries.
- 2 CLASSROOM BASED LEARNING:**
 The students need to relocate to be able to undertake the training.
- 3 OFFICIAL DOCUMENTATION:**
 The students need to process residence visas to move to the centre country, a complex process that can be deterrent for the student.
- 4 FINANCING:**
 The "places" are limited. The students must make a deposit to book their place long before the starting date of the course.

B) Reaching new countries

- 1 INTERNATIONAL GROWTH IS FUNDAMENTAL**
 For a centre with an international scope, opening new countries is fundamental for its development and growth.
- 2 HIGH RISKS INVOLVED IN NEW MARKETS**
 Opening new markets is always a very risky investment.

 In addition, the analysis of the results of each campaign can take months, so the uncertainty is very high in this context.

What was the solution?

Student lead qualification through predictive analytics

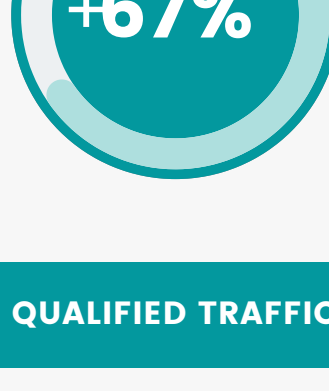


+40% enrolment rate

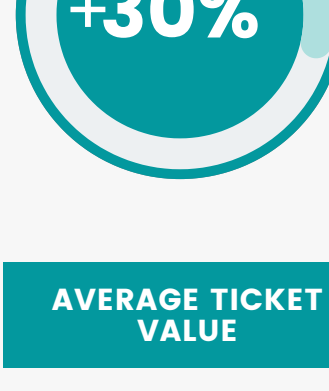
Lead ratings is a SaaS solution of predictive lead scoring, specialised for education. Through machine learning, Lead Ratings is able to qualify leads before they are treated and identify which ones are more likely to enrol.

THE RESULTS

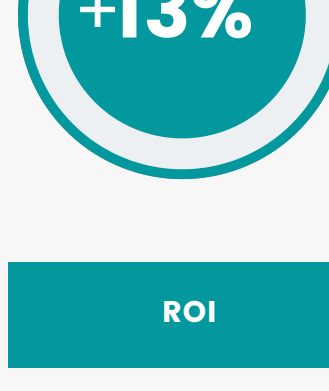
Thanks to Lead Ratings, CIB improved its enrolment process.



QUALIFIED TRAFFIC



AVERAGE TICKET VALUE



ROI

HOW DID LEAD RATINGS CONTRIBUTE TO THESE RESULTS?

- 1 FOCUSED EFFORTS:**
 Lead Ratings developed a lead scoring algorithm to determine which leads are most likely to convert to enrolment. Using the information provided by the lead scoring algorithm, the advisors can put a stronger focus on leads that are most likely to convert.
- 2 REDUCE OPPORTUNITY COST:**
 The CIB advisors have a high opportunity cost as they have to manage, together with the student, all the issues that derived from the training (relocation, documentation, financing...) There's a big investment of time on prospective students that, if they don't convert, results in very high costs for the centre.
- 3 TESTING NEW MARKETS WITHOUT RISKS:**
 Thanks to the AI-lead scoring, the CIB could know in real-time the quality of the leads generated from testing new markets, without having to wait months to get the enrolment data.

 Being able to anticipate results allowed them to make more certain revenue forecasts and focus investments on the most profitable channels, countries and testing markets with less risk, analysing results in days rather than months.

WONDERING HOW YOU CAN GET THESE RESULTS?

LET'S CHAT