Data Quality at Enquiry Stage

QS Client Group Data Insights
February 2022
A complete prospect student profile has 6 key data points

These data points are the minimum needed to be able to deploy an omnichannel and personalised approach to engage and convert your prospective students through phone, WhatsApp, WeChat, SMS and are particularly important for dynamic email marketing.

1. First and Last Name
2. Date of Birth
3. Email Address
4. Phone Number
5. Nationality
6. Country of Residence
1 in 3 enquiry prospects for 2022 intakes have all 6 key data points

As enquiry and applicant numbers continue to soar for 2022 and 2023 intakes, QS will support our clients to improve data quality and completeness at the enquiry stage in order to further qualify and prioritise prospective students who are more likely to enrol.

University partners in the UK and Europe are collecting at least 5 of the key 6 data points for 47% of the current 2022 enquiry pool.

For the 31% where 3 or fewer fields are missing, there is an opportunity to run campaigns asking students to provide further information so we can provide them with details on their specific study interests.

University partners in Australia and New Zealand are collecting at least 5 of the key 6 data points for 72% of the current 2022 enquiry pool.

Prospect lists and emails generate a reasonable volume of enquiries, but half of them are missing more than 1 data point. These channels should be reviewed for quality and consistency, with an aim to improve data capture.

QS analysed 366,745 enquirers for 2022 intakes across our university partners in Australia, New Zealand, the UK and Europe.
Regional Insights

QS Clients in the UK and Europe
2022 Enquiry Prospect Pool
2022 Enquiry Prospect Pool

Incomplete data and prospect profiles

For the September 2022 intake, the QS UK/EUR Client Group still has an opportunity to request additional data from prospects to make an impact for the upcoming intake.

(135,540 enquiry profiles were reviewed for the chart below)

Looking ahead to the January 2023 intake, QS recommends that partners in the QS UK/EUR Client Group review with their QS Account Team webform placement and contact options being made available to enquirers.

(3,073 enquiry profiles were reviewed for the chart below)

For September 2022:

- 18% of QS Clients have >40% of enquiry pool with all 6 key data points
- 35% have 20% to 40%
- 47% have <20%

For January 2023:

- 29% of QS Clients have >40% of enquiry pool with all 6 key data points
- 18% have 20% to 40%
- 53% have <20%
QS Benchmark Across UK & Europe Clients

DOB is usually the missing data point when institutions have captured <6 data points.

8 out of 10 times when a prospect profile is missing a data point, it is missing DOB.

While it is not directly relevant to answering a student enquiry, DOB helps with profile matching through unique identification and is useful for generational marketing to support the long-term education journey of prospects.

With webforms being the largest source of enquiries and having the greatest potential to convert, QS recommends deploying a webform that has the minimum fields marked as mandatory.

QS analysed 138,613 enquirers for 2022 intakes across our university partners in the UK and Europe.
UK/EUR clients are well-placed to run targeted campaigns to specific markets.

The distribution of enquirer profiles with complete data among the key source markets (Nigeria, India, China and USA in particular) are spread closely across institutions, indicating partners are well-placed to run targeted campaigns to these key markets.

The correlation between lead quality and conversion becomes clearer when we look at the enquiry data quality for markets like Pakistan and Turkey that have historically high enquiry volumes, but low progression to offer and enrolment.

QS Benchmark Across UK & Europe Clients – Markets

QS analysed 138,613 enquirers for 2022 intakes across our university partners in the UK and Europe.
Regional Insights

QS Clients in Australia and New Zealand
2022 Enquiry Prospect Pool
2022 Enquiry Prospect Pool

Incomplete data and prospect profiles

For the Semester 1 2022 intake, the QS ANZ Client Group still have an opportunity to request additional data from prospects to make an impact for this upcoming intake.

(205,800 enquiry profiles were reviewed for the chart below)

Looking ahead to the Semester 2 2022 intake, QS recommends that partners in the QS ANZ Client Group review with their QS Account Team webform placement and contact options being made available to enquirers.

(22,332 enquiry profiles were reviewed for the chart below)
QS Benchmark Across ANZ Clients

DOB is usually the missing data point when institutions have captured <6 data points.

For partners in the QS ANZ Client Group, almost every institution has >60% of the enquiry prospects for 2022 with 5 out of 6 key data points.

Strategic use of webform vs email and phone number on ‘contact us’ pages has improved data quality over the past couple of years, with 43% of prospects from webforms having all 6 key data points.

Incomplete profiles are more likely to have originated from prospect lists or via emails. 1 in 2 prospects from these high-volume sources are missing at least 1 key data point.

QS analysed 228,132 enquirers for 2022 intakes across our university partners in Australia and New Zealand.
ANZ clients are well-placed to run targeted campaigns to specific markets.

The volume of prospect profiles with complete data are evenly spread across the QS ANZ Client Group. While the even proliferation of several institutions across key markets is a challenge to compete, this data highlights institutions can deploy robust data collection processes, which will be key to better conversion from key source markets.

There is an opportunity to strengthen student engagement by leveraging additional data like course and area of study data, creating a personalised experience for students as they make their study decisions.

QS Benchmark Across ANZ Clients - Markets

QS analysed 228,132 enquirers for 2022 intakes across our university partners in Australia and New Zealand.
Thank you.

Please reach out to your QS Client Success Team for more detailed data and next steps on how to action these insights for your institution.