QS Recommendations for Improvements in 2023

Sharing insights and trends from the data we see forming in next year’s pipeline

- **Enquiries are trending back up at 2019 volumes**
  - Actively manage quality before enquiries and leads come in! Use webforms and live chat on web pages instead of displaying email and phone.

- **55% of applications take >4 weeks to process**
  - Monitor application volumes as you head into peak admissions periods. QS can help support and scale BEFORE the backlog begins.

- **India is not an ‘untapped’ market**
  - India makes up a 1/4 of all offers made for most institutions. Don’t wait to deploy a diversification strategy that targets growth markets across the journey.

- **46% of enquiries are received outside university hours (9am – 5pm)**
  - Actively manage quality of leads before they even come in! Use webforms and live chat on web pages to capture data instead of displaying email and phone.

- **Universities made 30% more offers YOY, but acceptance rates are 25%**
  - Action machine learning insights, lead scoring and automation to identify, prioritise and convert quality students who are more likely to enrol and succeed.
From everyone here at QS, thank you for a great year in partnership.

We wish you a fun and relaxing holiday season!