

# Digitally transforming the student journey

Standfirst

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Data  
influenced  
journeys



# Student digital transformation

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We create web application forms, email communication journeys and campaign reporting. We build on your data-influenced culture to improve your customers' lives and host data within a secure infrastructure.

## Challenge

Our client, a major global bank, asked us to digitalise its student account application procedure. The existing three-week process involved asking each customer to:

- Visit a physical branch of the bank
- Wait for an advisor to become available
- Meet with the advisor
- Wait around one hour for branch staff to input their data manually
- Wait for the advisor to log in to their system and complete a lengthy approval process
- Wait for a letter confirming their application has been approved.

## Solution

We worked with the client to create an online customer journey that allowed the applicant to enter all the required data by themselves. We built a secure platform approved by the client's information security risks team.

# Student application journey

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Students can now complete and submit the student account application online without physically visiting a branch of the bank. Data is integrated with the client's robotic decision-making system, which automatically triggers the confirmation process without bank staff having to intervene.

When the customer completes the application form, this triggers a personalised digital journey that reaches them through their preferred channel.

**This is the new process – including application, submission, processing, approval, customer confirmation and onboarding:**

- Applicant completes online form
- Applicant supplies information online in simple web format
- Data is captured from the online form in a standalone secure environment
- Form is submitted
- Customer receives:
  - Immediate email confirmation that their application has been received
  - Ongoing email updates about the status of their application
  - Successful email confirmation that the account is now set up.

We integrated Business Intelligence into the solution to help the client review customer interactions across multiple channels and touchpoints. They can then learn the customer's preferences, behaviours and conversion points.

## Impact

Digitalising the student application process has brought many benefits:



**The time taken to open a student account is now one day instead of three weeks**



**The onboarding journey has improved customer interaction time**  
(digital, multichannel and branch experiences)



**Bank staff now do less error-prone manual typing and spend less time on administrative tasks**



**Analytics work is done via campaign reports, to build understanding of elements** including applicant demographics, profile of successful customers and application peak times



**Conversion rates have increased by 400% in 2018.** Transactions and student accounts have increased in number and reduced processing time has created cost savings



**Customer journey emails**

There are 17 active email journeys, including:

- Thank you for your application
- Conditional acceptance
  - Holding email
  - Welcome

# Wired to solve problems

**We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing.**

Blending real 1:1 communications, AI, machine learning and human intelligence, we connect people with your brand.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create highly targeted, intelligent communications.

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### Our client partners



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