

Bucks New University partnered with The Access Platform and saw...



Conversations with prospective students from more than **70 different countries**



100+ interactions each month



24% of students engaging with the University via TAP went on to apply

The Access Platform is a brilliant innovation which, for us, has made a very big impact on our conversion ... having that human interaction very early on helps create a vested interest in the University



Jyotveer Gill
Digital Marketing Manager

The Challenge

Interactions between prospective and current students have long been a crucial and successful part of Bucks New's open days – getting across an authentic view of the Bucks student experience is vital in a prospect's decision-making journey. But, what about on Bucks' digital channels?

Their website attracts more than 1 million hits per year, and the institution was keen to offer every potential student a real glimpse of what life at Bucks is like – regardless of where they are in the world. Which is where The Access Platform came in.

Recognising the value of these in-person engagements, at both a strategic and operational level, and with over 1 million website hits every year, there was clearly an opportunity to bring a student-led approach to increase website conversions.

Why TAP?

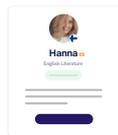
TAP was the ideal partner for Bucks because...

- 1** Our comprehensive admin tools gave Bucks the insight and management oversight they needed to learn from conversations and manage their ambassadors.
- 2** Our customisable and filterable widgets can be placed anywhere around a university website, which gave Bucks the bespoke, student-led digital experience that other providers simply couldn't provide.
- 3** Our 'safeguarding by design' approach to building our platform – with in-built checks and alerts – offered a safe space for conversation and reflected Bucks' passion for safeguarding.

Set-up



Select students invited to create a TAP profile



TAP profile carousels embedded on the university's homepage for maximum impact and visibility



University continued to grow team of ambassadors, including more students and staff members too



Filtered widgets placed on individual course pages, allowing prospects to engage directly and quickly with the most relevant student ambassadors

The Access Platform is a brilliant innovation which, for us, has made a very big impact on our conversion. The opportunities TAP presents for conversion is really exciting. Traditionally open day booking and prospectus requests were an indicator of quality leads for course conversion. TAP is an interaction also contributing to driving applications, and having that human interaction very early on helps create a vested interest in the University. We are already seeing an impact and look forward to enhancing its contribution.



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Impact

Engagement began instantly, with questions from prospective students being asked on a range of topics, such as student life, finance and the application process.

Bucks' TAP profiles instantly brought a human touch to the website and have been helping to increase student conversion from the moment they were implemented.



From Bangladesh to Zimbabwe, Pakistan to Trinidad and a load of other stops in between, Bucks' partnership with The Access Platform has allowed them to speak to students from more than 70 countries around the world



Just from website traffic, The Access Platform widgets generate on average over 100 new leads each month for Bucks



By using TAP's Conversion Analyser Tool to track a prospect's initial engagement through to application, Bucks found that a fantastic 24% of students who used TAP to engage with their ambassadors went on to apply to the University

Book a demo to learn how The Access Platform can help increase attraction, conversion and recruitment by giving you an **authentic connection to prospective students**