

The Queen's College, Oxford partnered with The Access Platform and saw...



**41 users** engaged with the college via our platform



**52 engagements** between prospective and current students



**Genuinely valuable, authentic** peer-to-peer conversations with prospects and student ambassadors

**We signed up to The Access Platform (TAP) because we wanted to ensure that all prospective applicants can communicate with our students, no matter where they're from. TAP makes this as easy as possible by enabling any prospective applicant to get in touch with our undergraduates online.**



**Emily Downing**  
Head of Communications

## The Challenge

The Queen's College wanted to extend their reach into areas they've never traditionally been involved with. They wanted to use digital chats to help demystify what life is like studying at their College and to help with their widening participation efforts.

In particular, they wanted to reach specific students in the North West of England and facilitate conversations with their student ambassadors. That's where TAP came in...

## Why TAP?

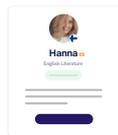
TAP was the ideal partner for The Queen's College because...

- 1** Our chat feature allowed for authentic, peer-to-peer conversations between specific targets and their chosen student ambassadors. These conversations helped break down barriers, smash perceptions and give prospects an authentic view of life at Oxford.
- 2** Our 'safeguarding by design' approach to building our platform – with in-built checks and alerts – offered a safe space for conversation and reflected the College's passion for safeguarding.
- 3** We share their passion for widening participation and outreach - one of our co-founders has first-hand experience of widening participation to access higher education. Work in this area reflects our company mission and it aligned with the goals of The Queen's College.

## Set-up



11 students and 1 staff member created profiles



Created a [queens.ox.ac.uk/ask](https://queens.ox.ac.uk/ask) landing page with Profile Scroller and Ask widgets



Bank of FAQs built up



Profiles now embedded on every course page, as well as relevant student life pages

When young people visit Queen's, they always tell us that chatting to our undergraduates was the best, most valuable part of the time they spent here. We signed up to The Access Platform because we wanted to ensure that all prospective applicants can communicate with our students, no matter where they're from.

TAP makes this as easy as possible by enabling any prospective applicant to get in touch with our undergraduates online. It is a practical solution powered by people who genuinely care about getting answers to young people, whether it's the student ambassadors or the team at TAP itself. Indeed, the TAP team reflect the values of their product by being accessible, responsive, and innovative.



**Emily Downing**

Head of Communications

## Impact



41 different users engaged with the College's student ambassadors via our platform, gaining real insights into what life at Oxford was like and whether or not it would be right for them



52 engagements between prospective and current students through our platform



Genuinely valuable, authentic peer-to-peer conversations with prospects and student ambassadors that helped break down barriers and make prospects feel more relaxed and comfortable.



A prospective student who engaged with The Queen's College through TAP said:  
'When it came to applying to Oxford, applying to medicine as a course felt quite daunting, but having the chance of speaking to current students really put me at ease and made me feel more confident about applying. It was really lovely to speak to current students, and I am really glad to have had this opportunity!'

**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**