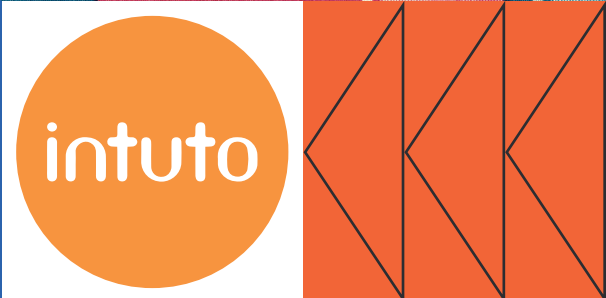


CASE STUDY

TESTING ENGLISH AND ENHANCING INTERNATIONAL STUDENT RECRUITMENT WITH INTUTO

When the University of Otago's Language Centre were looking for English language testing options for prospective international students, intuto was able to provide this service and add value to the acquisition process.



UNIVERSITY
of
OTAGO
Te Whare Wānanga o Otāgo
NEW ZEALAND

- **< 2 days - to set up and start using it**
- **> 100 - English tests completed since launch**
- **20 minutes - average time spent on orientation content**
- **> 20 prospective students converted into enrolments**

Background

University of Otago Language Centre has a key role in supporting international students entering the University by providing a range of English language and pathway programmes.

In addition to programme delivery, the Centre is engaged in a range of international student recruitment activities throughout the year including building and maintaining relationships with education agents, attending student fairs and other direct marketing activities.

The challenge

One of the biggest challenges facing Otago University was gaining an initial indication of a student's English language ability prior to their enrolment into a programme. This often added an unnecessary barrier to application and meant that student applications would take longer than was ideal. An alternative solution for online English testing was needed to help identify appropriate candidates.

As one of New Zealand's most recognised education brands, Otago University is a market leader in attracting international students to New Zealand. To help cement this position, Otago wanted to offer something to their prospective students that would get them excited about coming to the University as well as provide a differentiator over competing institutes.

intuto.com

**Intuto, the training platform of choice
for 1000's of people each year.**

Solution

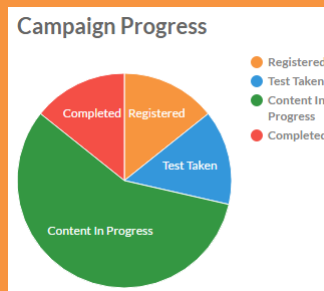
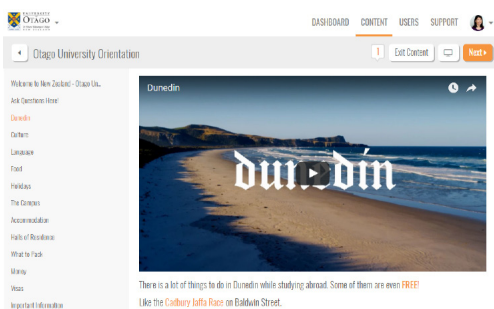
University of Otago Language Centre decided to use Intuto to deliver their online English language test and orientation content through several marketing channels. These included student fairs, selected education agents and on the centre's website. Campaigns were set up to track test results and engagement in the programme for each channel.

Indicative English language results were emailed instantly to nominated recipients with a summary report available from inside intuto.

The Language Centre had 'owner' access to Intuto which gave flexibility to create additional campaigns for new marketing channels as needed.

The English language test was followed by a customised online orientation to Otago which:

- Highlighted important information like accommodation options and visas
- Showcased the local Dunedin area
- Outlined key points regarding food, language and customs.



Results

- 10 campaigns were set up for use via various international student marketing channels
- Over 100 students have taken the test within four months of its launch.
- Students engaged in the orientation content with an average of 20 minutes spent online.
- Positive feedback was given through comments posted within the content.

Want to find out more?

To find out more about the University of Otago go to www.otago.ac.nz

Email support@intuto.com or visit
intuto.com

