

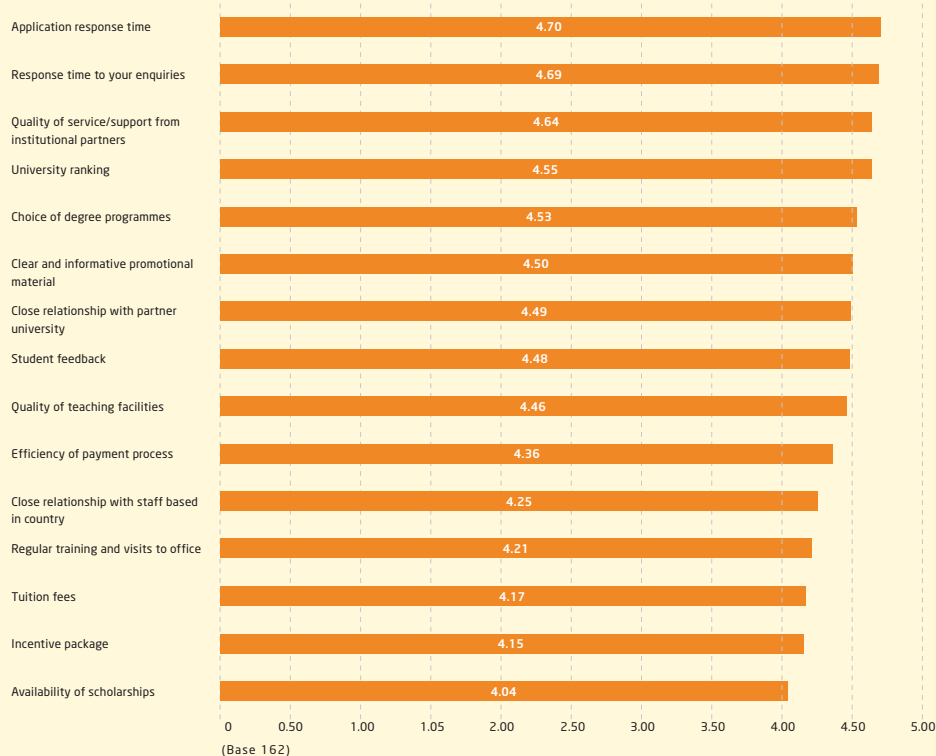
Agents: service satisfaction

INTO Knowledge researches issues that will affect the future of higher education world-wide. This information is extracted from our agent satisfaction survey, to be published in June 2009.

RESPONSIVENESS AND QUALITY SUPPORT WERE CRUCIAL FOR WINNING GOOD RELATIONSHIPS WITH AGENTS.

Agents have a profound influence on students' decision-making and guiding them from enquiry to enrolment. The quality of services provided by universities to agents influences their choice in the universities they recommend to their student customers.

FIGURE 1 THE IMPORTANT FACTORS FOR AGENTS



Service does matter to agents.

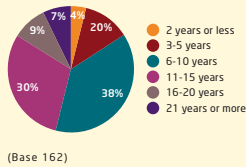
The three most important factors to agents were **response times** for applications, the time taken to **respond to enquiries** and **the quality of support** they receive from the institution.

THE INFORMATION ON THIS FLYER IS DRAWN FROM A SURVEY CONDUCTED ONLINE IN DECEMBER 2008. A TOTAL OF **162** AGENTS FROM OUR WORLD-WIDE NETWORK TOOK PART IN THE SURVEY, SHARING THEIR VIEWS AND NEEDS WITH US.

INTO's agents are highly experienced in the sector.

84% have worked in agencies that have been established for more than ten years. The majority specialise in anglophone destinations. **57%** of respondents focus on postgraduate and undergraduate qualifications.

FIGURE 2 EXPERIENCE OF INTO'S AGENT NETWORK



Agents are key strategic partners contributing to the growth of student numbers.

INTO student enrolments rose by **70%** from **2,187** students in 2007/08 to **3,878** students in 2008/09, [20 April 2009]. Of this increase, over **70%** came directly through our global agent network of around 800 agencies worldwide.

FIGURE 3 ACADEMIC AND ENGLISH ENROLMENT 2008/09

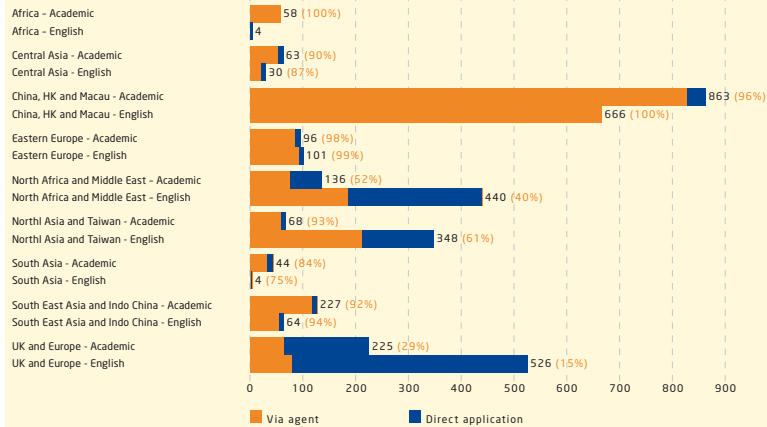
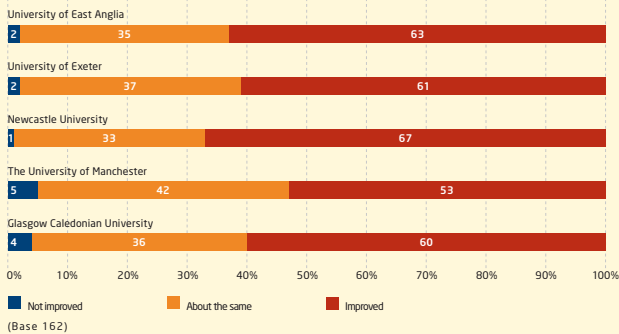


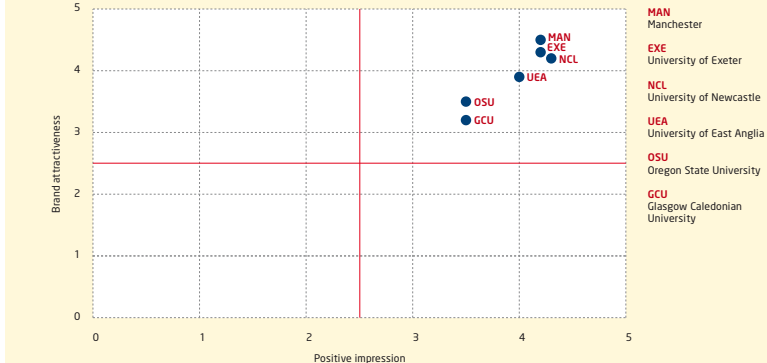
FIGURE 4 PARTNER UNIVERSITIES IMPROVEMENT SINCE WORKING WITH INTO



Working with INTO has improved agents' perception of the service performance of our partner institutions.

Over **50%** of respondents said that there was an improvement across all of our partners.

FIGURE 5 INTO'S COMPOSITE OF JV BRAND ATTRACTIVENESS VS POSITIVE IMPRESSION



INTO partner universities' brand propositions are popular and recognised by international students.

More than **90%** of the students showed awareness of The University of Manchester, **89%** were aware of Newcastle University, with **85%** and **78%** recognition for the University of Exeter and the University of East Anglia respectively.

For the full report of the Agents Service Satisfaction survey, please e-mail: subscription@into-knowledge.com