Successful postgraduate applications

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UKPASS

Session outline

- Overview of UKPASS
  - Customer strategy unit
  - Demand analysis
  - Current & future plans
  - Top tips
- Discussion groups
- Questions

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UCAS Postgraduate Service

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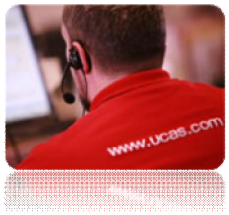
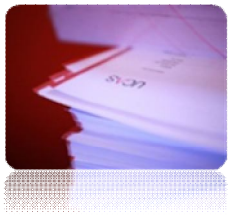
- April 2007 — Go live
- Feb 2008 — 10 institutions on board
- Nov 2008 — new website & PG Course Search
- Present — 21 Institutions on board

  over 100,000 applications processed





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> UKPASS

- User support

- Communications

- Technical development

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> Creation of the *Customer strategy unit*

Products and Services Portfolio Strategy Report (Sep 2010)

"The remit of the products and service portfolio project was to develop a short and medium strategy for the full UCAS portfolio of products and services. This included an assessment of new market opportunities as well as the identification of market threats."

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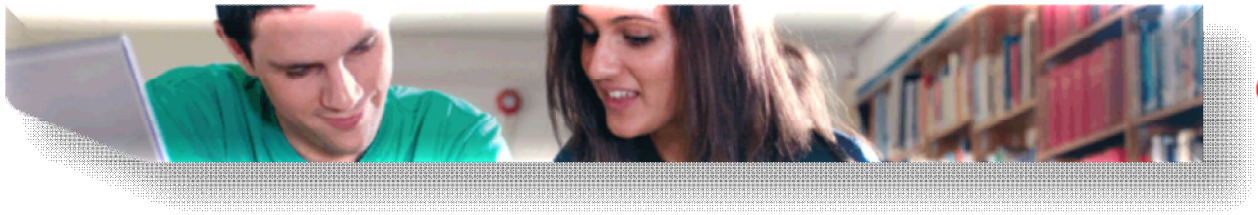
Customer strategy unit development and remit

- In March 2011 the *'Customer strategy unit'* was established
  - Customer needs at its core
  - Twofold purpose
    - Understand the HE market
    - Products lifecycle
- Oversee the strategic management and direction of all UCAS' products and services



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Creation of product owners

- End to end accountability for products ongoing success
- Drives through change
- Works collaboratively across the organisation
- Develops product strategies to drive value
- Takes market intelligence from across the organisation and sector, translating customer needs into solutions
- **Represent you**

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Demand analysis

Top 5 reasons for applicants contacting us

- Can you give me my login details?
- How do I apply?
- What is the status of the application?
- Why can't I log in to Track?
- Why can't I log in to Apply?

Source: Customer operations UKPASS demand analysis: 01/02/2011 – 30/09/2011

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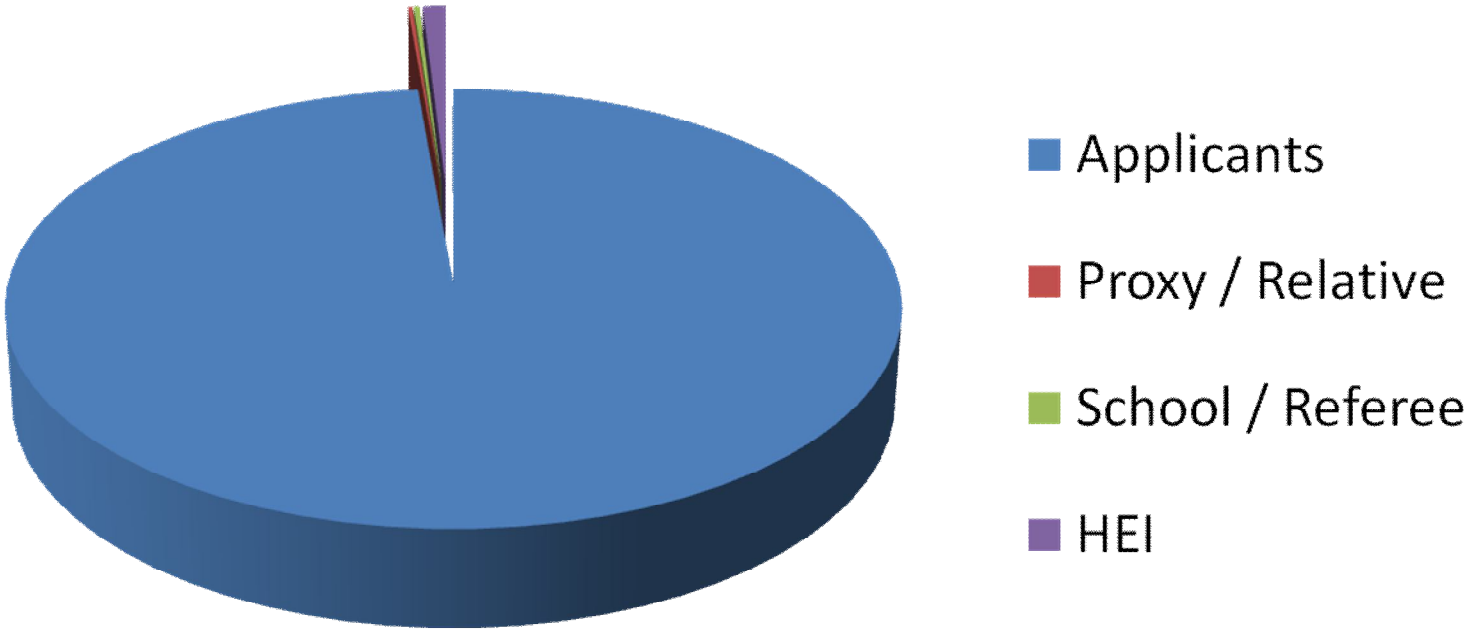
Demand analysis: calls received



Source: Customer operations UKPASS demand analysis: 01/02/2011 – 30/09/2011

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Top tips for applicants

- **Research, Research, Research**
  - key to ensure you make the right choices
- **Create the application at your own pace**
  - consider each section one at a time
- **Don't hesitate to contact UKPASS or your university**
  - we provide the tools so you can make the right choices

> Current activities

- Drive down non value demand
- Improve data collection
- Whole organisation backing

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Future plans

- Drive through enhancements

- Create a UKPASS strategy

- Champion UKPASS within the business

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Discussion points (3)

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Questions

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