

TURNING APPLICANT FRUSTRATION INTO FLOW



THE IMPACT

The University of East London now has one clear, student-centred admissions journey. Processes run smoothly, communications are joined up, and automation opportunities are mapped out.

Applicants move through the journey with confidence, and the admissions team can focus on meaningful engagement with focussed outreach and useful communications

THE PROBLEM

Before the work began, the applicant journey lacked continuity.

Different teams owned different systems, which meant messages often felt disconnected and were duplicated.

When applicants disengaged during admissions or enrolment, staff were unable to see where the journey broke down or what caused it.

THE VALUE

We worked with UEL to see the full picture. Every process, system, and communication from application to enrolment was mapped and reviewed. The friction points became clear, and together we redesigned a future-state journey that put students first. Clearer messaging, simpler workflows, and automation opportunities came together in one actionable roadmap.

Today, UEL has a defined vision for admissions, measurable outcomes for success, and the confidence to keep improving.



Our work brought multiple teams together, and what stood out most was how receptive they were. From the start, they listened openly to feedback, took it on board, and worked with us to shape the right path forward.



**University of
East London**

