

QUADRANT CASE STUDY

PLANNING



The challenge

Marketing was neither sufficiently professional nor integrated with the University's faculties, and lacked a clear strategy, at a time of rising student recruitment costs, downward pressure on its budget of over £10m and increasing competition among universities.

What did we do?

We worked with the University over an extended period, with the main deliverables being:

- ✦ Supporting organisation change within Marketing via a structural review, consolidation of resource and role identification
- ✦ Helping identify new directions, for instance focus switch to retention and win back, and identification of key target segments
- ✦ Debriefing data management and creative agencies; then developing a framework for appointing a lead creative agency, using the OJEU procurement process

What was the breakthrough for Open University?

The new marketing organisation helped attract skilled marketers to the organisation. The switch to a retention strategy achieved close to 25% reduction in unit cost per student registered, with student target numbers met from fewer applications and a 10% lower budget.

'Quadrant's key benefits for the Open University have been their adaptability, flexibility and willingness to work closely with our people to get results. They take a practical and pragmatic approach to working with us and have made sure that most of their consultancy staff have current knowledge of us and can hit the ground running where we need support'

Dr. Andrew Hobbs
Director of Marketing and Customer Development
Open University