Overview

UCAS' current agent customer base

Agents and admissions behaviours and outcomes

Case studies

What works – and what doesn't

How we're developing an agent service to improve on this

Discussion

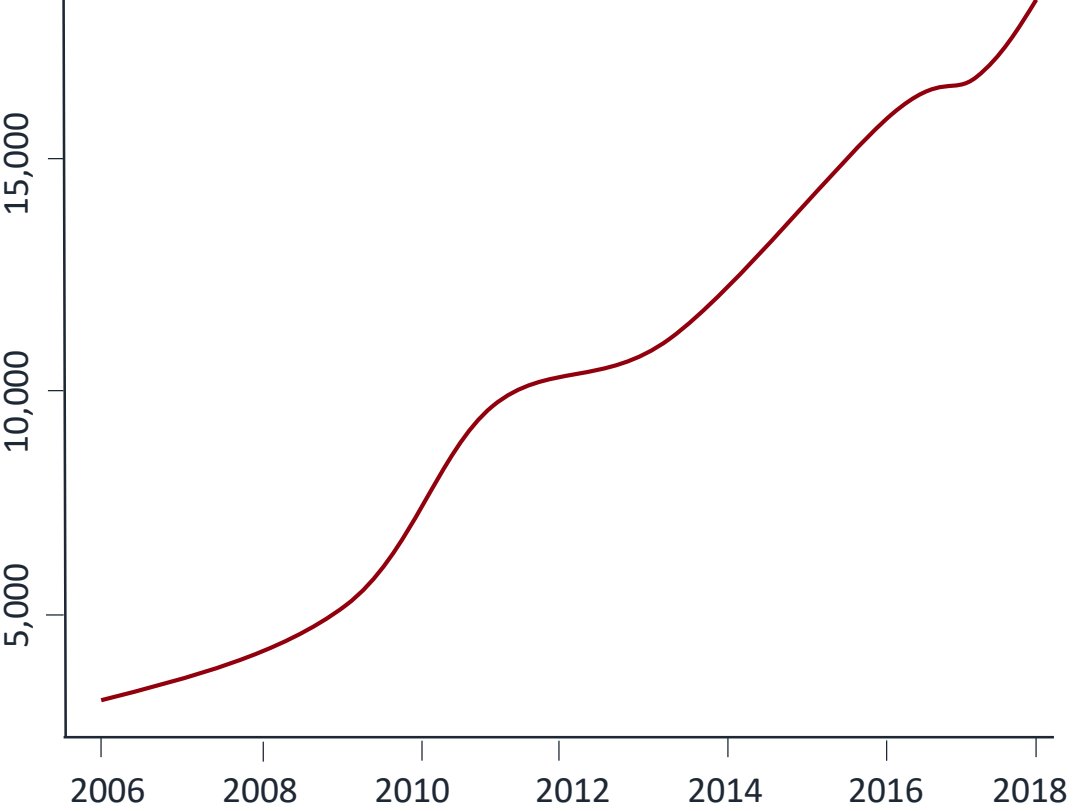# Size and shape of UCAS' agent customer group

Agents as UCAS registered centres

As of summer 2019, we have over **4,470** 'live' international registered centres.

This includes **897** overseas agencies. This is up from 847 at the beginning of the 2019 admissions cycle.

1 in 5 UCAS international registered centres is an agent.

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International applicants via agents

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Where are our agent registered centres based?

UK – 180
India – 86
China – 52
Cyprus – 47
Hong Kong – 31
Pakistan – 27
Malaysia – 23
Greece – 22
Turkey – 20
Bulgaria – 18
Nigeria – 15

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'Live' registered centres – and active?

EU based agents:
- 204 'live' centres, 119 actively sending applications.
- Managing 10,520 applicants.

'Rest of world' agents:
- 693 'live' centres, 193 actively sending applications.
- Managing 10,875 applicants.

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Case study
China agent market

China-based agents and UCAS

A core of 15-20 agents are established and using UCAS as registered centres

Many other agents use UCAS but apply as independent applicants.

TNE entrants and international foundation progression students from China are largely outside UCAS.

In 2019 **there were 139 applicants per China-based agent compared to 28 applicants per China-based school.**

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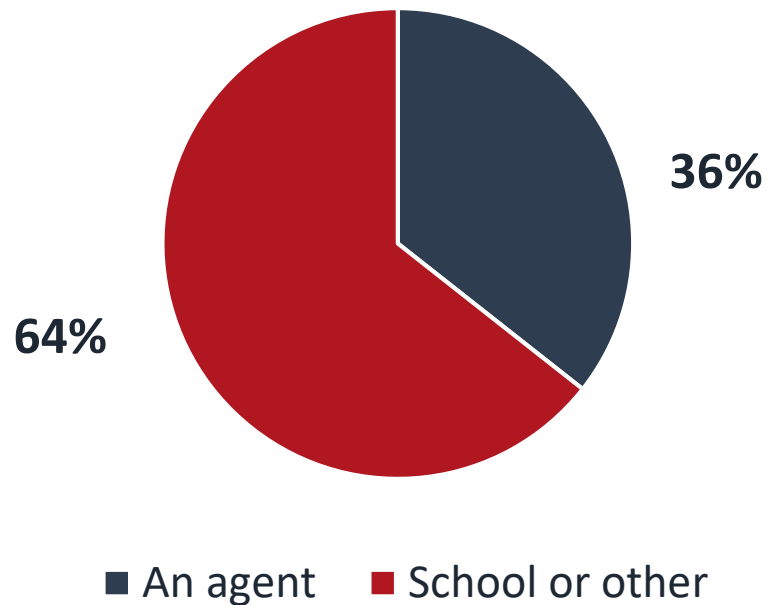**2018 cycle**

7,070
applicants apply independently

9,770
applicants supported by a UCAS registered centre

30 June deadline

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2018 applicants from China by centre type

36%

64%

■ An agent   ■ School or other

Independent applicant *

58% offer rate

for independent applicants

Use fewer choices
2.88 choices on average

Almost a third of offer holders don't accept an insurance offer

70% firm conversion rate

* China domiciled

UCAS centre applicant *

73% offer rate

if supported by a UCAS centre

Make full use of choices
4.67 choices on average

About 1 in 10 only accept one offer

74% firm conversion rate

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Issues for agents in China

Managing UCAS applications as independent applicants

Not fully engaged with UCAS outside core group

Growth in schools and students unable to link to both school and agent

Perception that agent-supported applications are unwelcome with some providers

Growing practice of sub-agency networks feeding in applications

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Case study
EU agent market

Headlines for EU agents in UCAS

49%
Of agent supported applicants are working with EU agents.

60%
of EU agents active

119
Active EU agents sending applications in 2019

10,520
Agent supported applicants from EU agents in 2019

Performance measures – offer rate

Over last 5 cycles (2014 to 2018) offer rate for EU applicants has increased overall from 57% to 63%.

Offer rate for EU agent-supported applicants has also increased from 76% to 81%.

For all key agent markets in EU – Cyprus, Bulgaria, Lithuania, Poland, Romania and Portugal – offer rate for agents is higher than overall offer rate.

Possible reasons – small number of agents, high level of training and familiarity with UK system, ability of providers to support more closely?

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Focus on Bulgaria
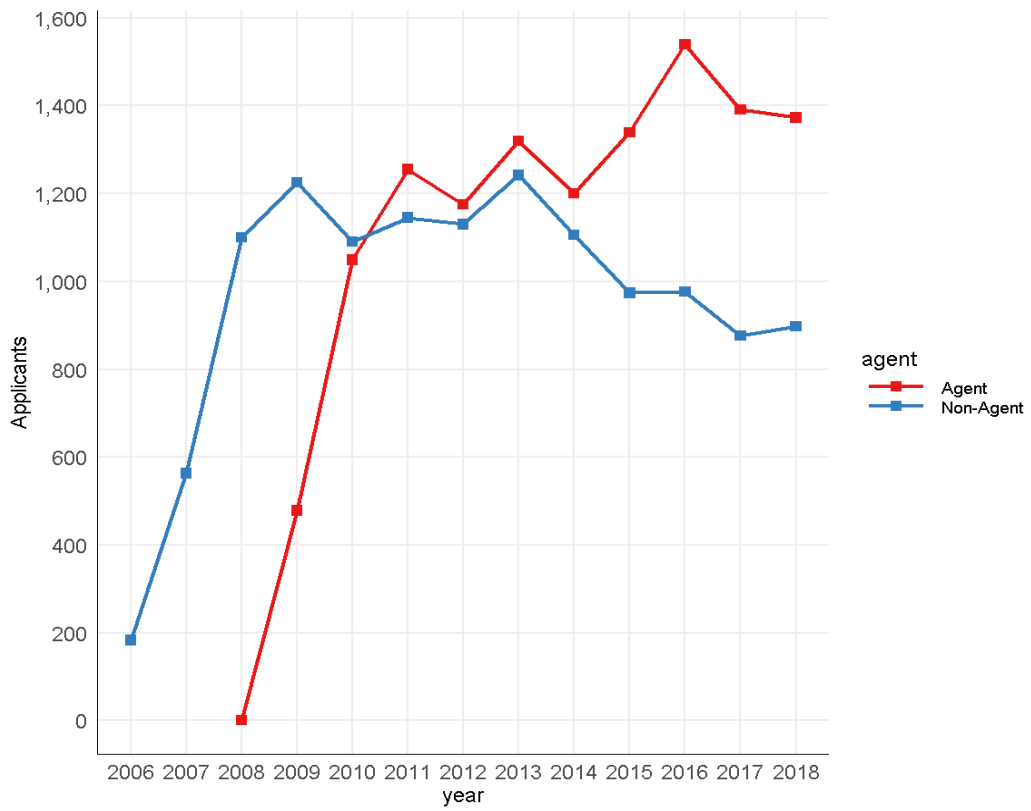
Focus on Portugal
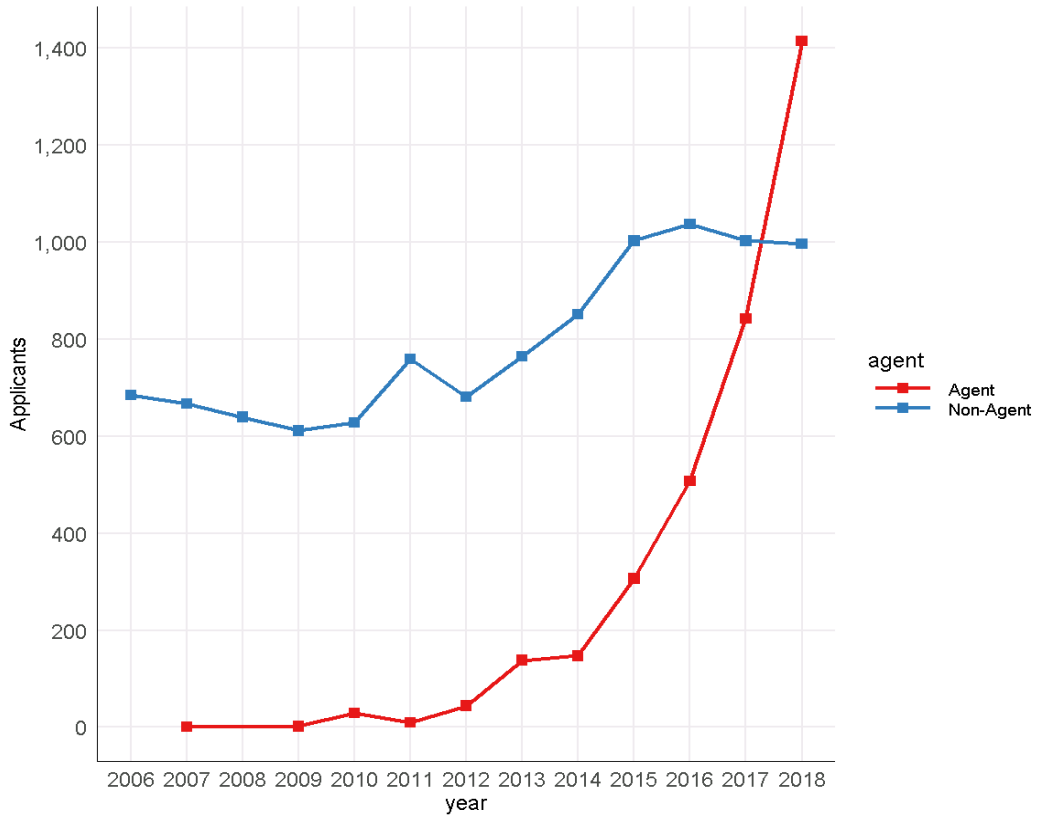
What works and what needs fixing

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Agents and the UCAS process – where are the pains?

Set up centre and users	Applicant registration and linking to centre	Complete applicant information	Add reference to application	Submit application to HEP	Track responses and accept / decline offers

Unable to link to school and agent simultaneously

Robustness, flexibility and efficiency of reference process

Tagging of agent-supported applicants: inefficiencies for agent and providers

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Our goal: to enable agents in the UCAS system

Manage applications faster and more efficiently, and make commission processes easier, with UCAS' agent portal

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How providers will get agent applicant data from UCAS

Agent data will be included in an external API for providers

Current picture

Providers can access data via weblink

Data exchanged via xml or odbc link

No agent-specific data – but can identify UCAS centre on individual apps

Transition

Weblink deactivated when new Apply introduced, replaced with new user interface

Xml and odbc links maintained until 2022 then switched off

Early adopters of the new API technology will have access in bulk via a provider-view of AMS

End goal

Automated process for identifying agent supported applicants via API

A new user interface gives provider individual applicant view with downloadable reporting

Performance management and competitor reports?

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How can you get involved?

Feedback on demo product

Input on how you work around key areas of agent management

Sign up to hear about user testing in 2020 – with agent and providers

Tell us what else you need to from us to manage agent-provider working relationships

Provisional timeframe for agent portal user testing groups:

Feb to Apr 2020

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INTERNATIONAL TEACHERS' AND ADVISERS' CONFERENCE

4 - 5 JUNE 2020
HILTON BRIGHTON METROPOLE

REGISTER YOUR INTEREST AT   **WWW.UCAS.COM/ITA20**

Questions?

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