



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

The role of agents in South Asia

Making the most of the network

South Asia Agents – Friend or Foe for the sector

- Market UK institution brand in across South Asia
- Majority students across South Asia use agent services predominately for choice of country/course and visa services
- Commercial in nature
- Are they loyal to the UK in the current environment ?
- For small / specialist institutions do the agents do justice to your brand

Agents across South Asia

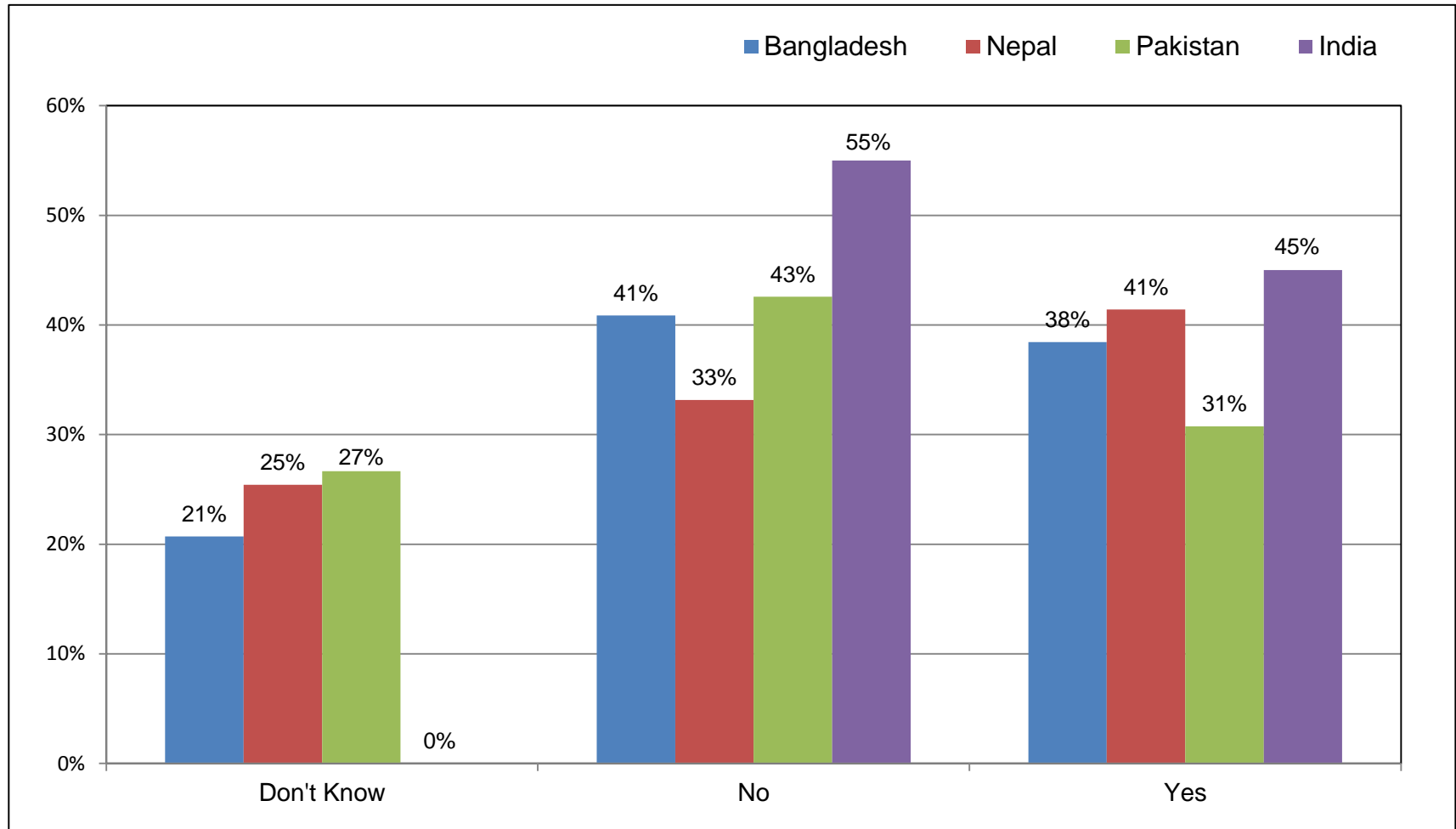


Trained agents	
Pakistan	92
India	115
Bangladesh	30
Sri Lanka	25
Nepal	20

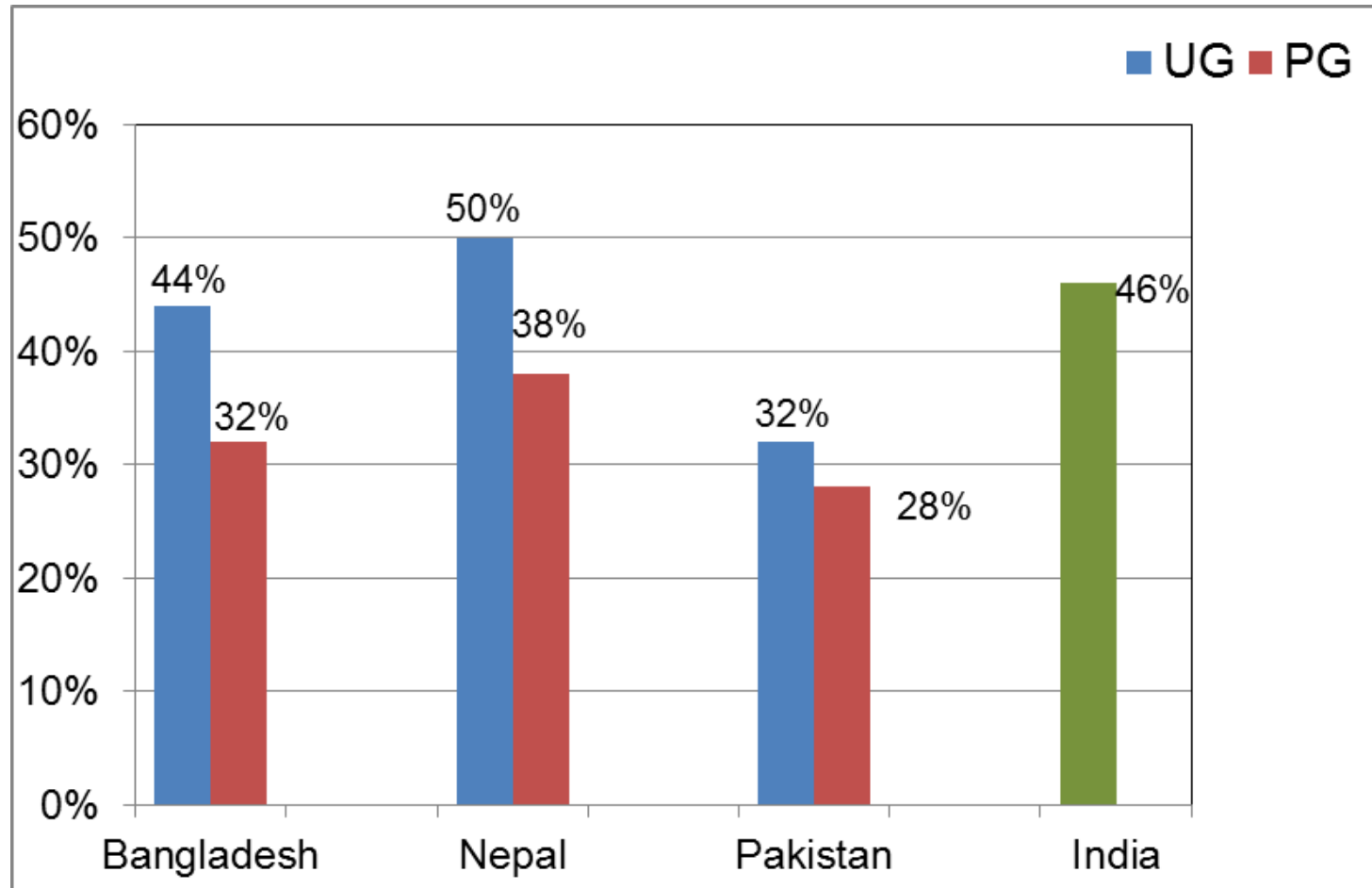
Agents across South Asia

- The majority of the South Asian market is agent driven
- Lots of agents operate with varying degree of skills and loyalties to the UK
- Agents are important stakeholders in the student journey and integral part of the marketing mix for UK institutions
- Surveys conducted with students across India, Bangladesh, Pakistan and Nepal indicate that there is dependency on agents

Willingness to use agent services



Dependency on agents across South Asia



Making agents work for you: British Council engagement

	Agents Certificate	Education UK open days	UKVI engagement	Networking /Communication	Newsletter	Other
Bangladesh	Y	Y	Y	Y	Y	Education UK marketing services
India	Y	Y	Y	Y	Y	Code of conduct and letting of premises
Nepal	Y	Y		Y	Y	
Pakistan	Y			Y	Y	Counsellors Symposium
Sri Lanka	Y		Y	Y		

Recommendations

- Due diligence, legal advice and transparency
- Regular communication and training
- Engaging with the British Council services
- Agent commission - can commission be used to do different things!
- The student population that applies directly - are you doing enough in terms of customer service and brand loyalty!

THANK YOU
AND
ANY QUESTIONS

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