Compare resources, performance and returns on investment in international recruitment

Benchmarking International Operations (BiO)™

With increasing expectations of growth and internationalisation, it is vital to understand and compare resources, performance and returns on investment in international recruitment.

BiO compares your international operations across a number of key indicators including cost of international operations, staffing numbers, support services and recruitment costs.

The **Benefits**

BiO enables you to:

- Highlight current successes
- Attract additional funding
- Understand operational strengths and weaknesses in each key source country
- Evaluate strategy with objective and comparative data
- Improve allocation of resources by comparing against the competition and across key source countries

The **Scope**

- Functions and structures of International Offices
- Staffing of marketing, enquiries, admissions and compliance
- Admissions policies, procedures, turnaround times and quotas
- International student services
- Costs of recruiting for key source countries
- Conversion rates
- Cost of international operations

Reporting

All reporting is aggregated and anonymised so that individual competitors cannot be identified. In our reporting to you, your own key indicators are compared against the sector indices. Reporting is by a range of measures including source country and level of study.

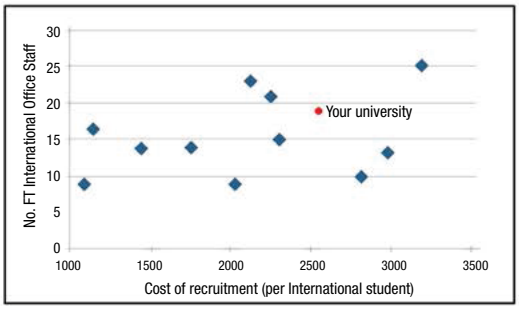
About **i-graduate**

i-graduate is the world leader in customer insight for the education sector. We provide the global benchmark for the student experience.

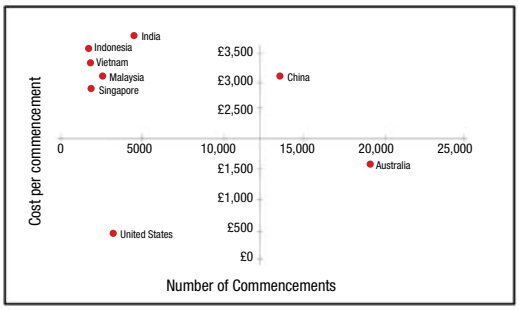
Established in	Implemented by	Used in	Feedback from over
2005	**1400** Institutions	**32** Countries	**2.5 million** Students

Example interactive deliverables

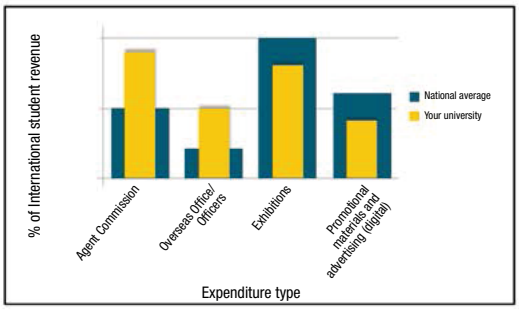
Cost of recruitment and IO staffing



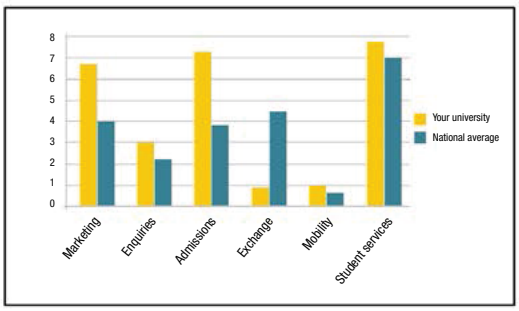
Cost per commencement by source region



Expenditure as a % of revenue



No. FT staff per 1000 commencements



The **Next Step**

E-mail info@i-graduate.org and we'll put you in touch with your nearest specialist.

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