



ACCOUNT MANAGEMENT CASE STUDY: COVENTRY UNIVERSITY

BACKGROUND

Coventry University has an ambitious international strategy with the aim of sending 10,000 students each year on an international experience, by 2020. Gaining international experience can help to boost employability and personal development for their students, whilst preparing them for the global world of work.

As Coventry University's trusted sole group travel partner, here at StudyLink we have worked closely with them to facilitate all their student travel needs, with a huge increase in both tours and passengers, since the start of the agreement four years ago.



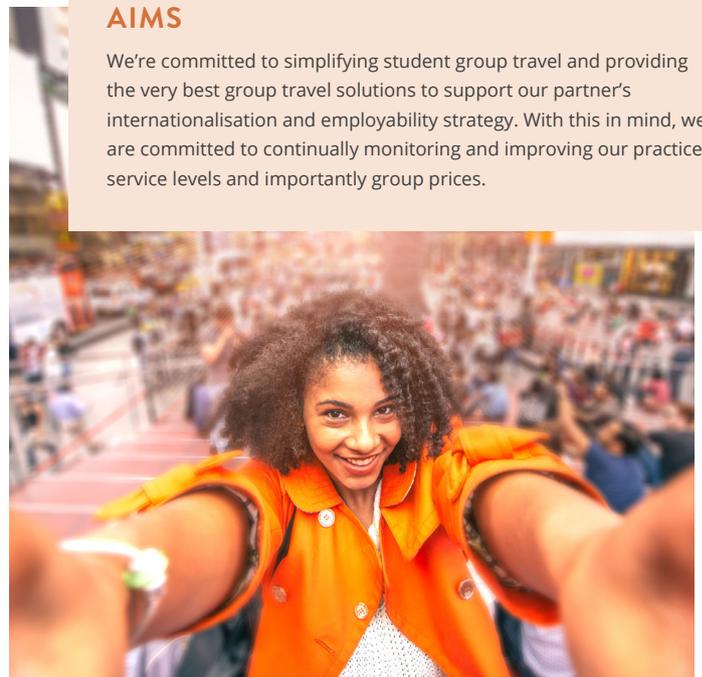
GROUP LEADER QUESTIONNAIRE SCORES

We aim to improve Group Leader Questionnaire return rates and scores by maintaining a quick and efficient service.

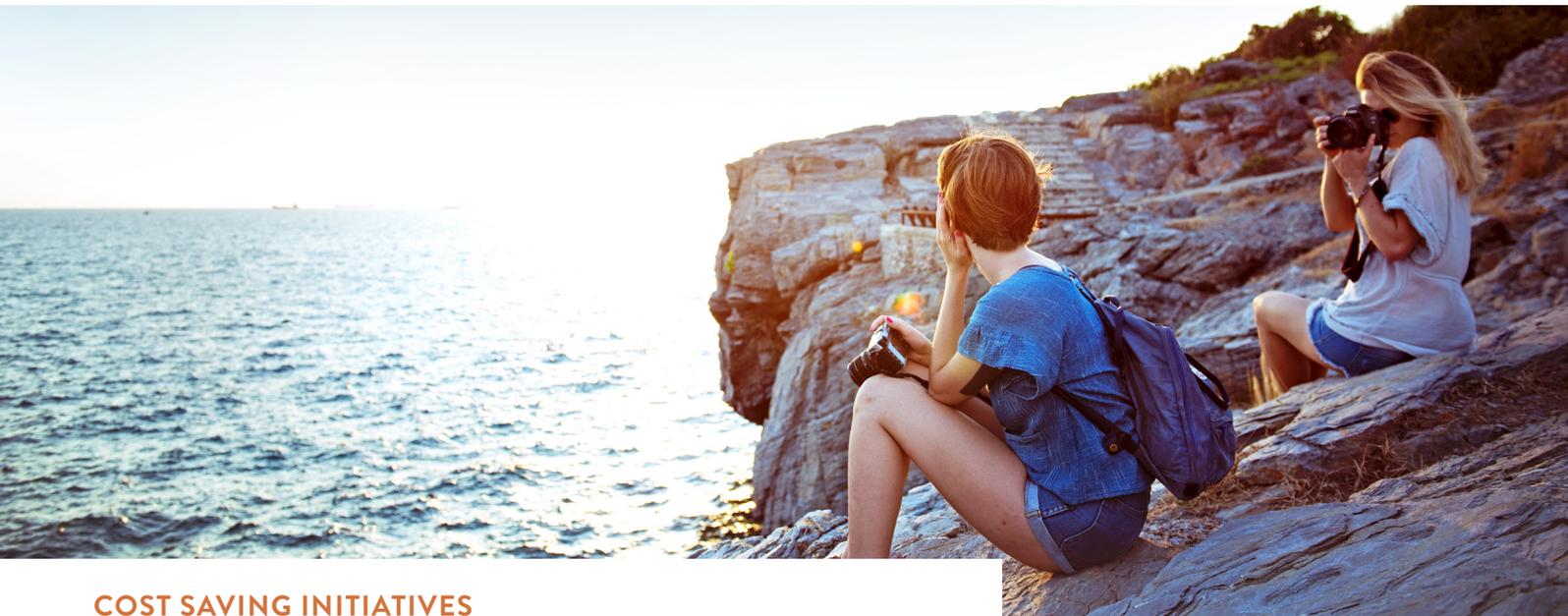


AIMS

We're committed to simplifying student group travel and providing the very best group travel solutions to support our partner's internationalisation and employability strategy. With this in mind, we are committed to continually monitoring and improving our practices, service levels and importantly group prices.



	17/18	16/17
Tours	161	181
Travelled passengers	4413	4955
Average group size (passengers)	27w	27
Average duration (nights)	6	5
Average tour price	£10,746.26	£9,732.71
Total spend	£2,222,040.12	£1,930,362.80
Average GLQ score	8.87/10	8.78/10



COST SAVING INITIATIVES

Throughout the 17/18 academic year, StudyLink have developed various cost saving initiatives to help Coventry University make efficient use of their group travel budgets. By spending more efficiently on the core travel arrangements, this allows them to use their remaining budget effectively, by enhancing the students' learning experience. These initiatives have included:

- **ACCOMMODATION** Coventry University have access to StudyLink's allocation of 1.7 million beds worldwide, at preferential rates.
- **FLIGHTS** StudyLink have negotiated special airline booking terms. We have direct access to hundreds of airlines on routes across the globe and guaranteed preferential rates with our key airline partners. Plus, Coventry University can also take advantage of our exclusive booking terms with airlines (Easyjet, Ryanair, Monarch) to allow bookings to be made earlier.
- **GROUND TRANSPORT** StudyLink have obtained exclusive contracted rates for coach travel, for Coventry University tours.
- **OTHER COST SAVING INITIATIVES** include reducing the number of cancellations and consolidating passenger numbers to reduce the average tour price, where possible.



For the 17/18 academic year, the following cost savings have been achieved:



During the 17/18 academic year, StudyLink has saved Coventry University a total of £178,225.17 on their student group travel. Based on 4413 passengers travelling, we have saved the university an average of £40.38 per passenger.

RESULTS

Coventry University is ranked one of the leading universities in the UK, currently sitting at 13th in the Guardian University Guide 2019.

Through their close partnership with StudyLink, Coventry University has once again topped the Higher Education Statistics Agency's International Mobility ranking. They have established themselves as a leading university with a strong emphasis on improving their students' employability and progression opportunities through global educational travel.