



PRICING
SOLUTIONS

A review of fees at a college for international students based in the UK



International College

Situation

The client, an international school based in the UK offering pre university entrance courses was facing declining volumes. The management team of felt their admission fees were creating a barrier

Pricing Solutions were commissioned to undertake market research into how parents choose an overseas education for their child.

A key objective was to understand the importance of pricing in their decision-making process

The Approach

Pricing Solutions conducted customer research to understand how parents choose an overseas education for their child and the importance of pricing in their decision-making process, this involved:

1. Telephone interviews with parents from the key market segments
2. Telephone interviews with agents acting as an intermediary between the college and parent

Key conclusions from the research included:

1. key decision drivers are rankings, location, safety, pastoral care and student mix. Price/affordability is important, but for most is not the key factor
2. Discounts can undermine the brand and cause parents to question quality
3. Parents value clarity when communicating price. They want to know what is included and what their total outlay may be so that there are no hidden surprises
4. Competitors are better at communicating their offering



Results

- As a result of the findings from the research the international school implemented the following;
- Reviewed its website and marketing materials to ensure strengths against the key decision criteria hit buyers between the eyes
- Removed discounts which were damaging the brand and began offering scholarships to high achievers
- Supported the agent network with the necessary information to better communicate their offering making competitor comparisons much more straightforward
- The international school has seen a significant improvement in admissions post implementation