



# AutoInsights For Education

*Transforming Student Experience,  
Enrolments, and Retention with  
AI-Powered Voice Analytics*

## The Challenge in University Contact Centres



- **High volume of student inquiries:** Universities handle massive volumes of calls on enrolments, course changes, results, and support, creating operational strain.
- **Pressure to attract and retain students:** With intense competition, institutions face mounting pressure to recruit and retain both domestic and international students.
- **CX is a strategic differentiator:** Student experience is now central to a university's brand value and plays a crucial role in conversion and retention.
- **Manual QA lacks depth:** Quality assurance teams often sample a fraction of calls, leading to blind spots in student concerns and feedback.
- **Limited dropout visibility:** Institutions struggle to uncover root causes behind student deferrals, withdrawals, or non-continuation.



University Contact Centres

University contact centres are under more pressure than ever. Handling thousands of calls across enrolments, results, and support services, they serve as the frontline of student interaction.

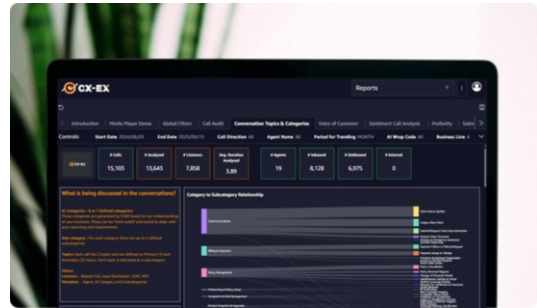
With universities competing on both a local and global scale, every student interaction matters. Conversion and retention now hinge on delivering a superior student experience — and students have more choices than ever.

Despite this importance, contact centres are often flying blind. Manual quality assurance typically reviews less than 5% of calls, missing valuable insights into student dissatisfaction or confusion. Worse yet, there's limited understanding of why students defer or drop out. AutoInsights was built to address precisely these pain points.

## Introducing AutoInsights



- **AI-Powered Voice Analytics:** Automatically analyses post-call transcripts to uncover student needs, satisfaction drivers, and service gaps.
- **Integrates with Existing Systems:** Works seamlessly with most telephony and contact centre platforms, reducing the need for new infrastructure.
- **Low-Cost, Low-Risk Deployment:** Utilises existing recordings and transcripts, enabling fast and cost-effective rollout without service disruption.
- **Comprehensive Dashboards:** Real-time insights across CX, QA, Compliance, Enrolments, and Retention with actionable intelligence.
- **Agent Performance Reports:** Delivers personalised coaching and training recommendations to boost service quality and staff development.



AutoInsights for Education

AutoInsights is an AI voice analytics platform purpose-built for education. It converts post-call audio and transcripts into actionable insights that help universities optimise the entire student journey.

From enrolments and support to results and deferrals, AutoInsights delivers dashboards that give clarity across CX, QA, compliance, and more. What makes it particularly powerful is its low-risk, low-cost deployment model — it uses your existing call recordings, avoiding expensive integrations or hardware upgrades.

Moreover, it supports agents with performance reports that highlight improvement areas and recommend tailored coaching. Universities can now make data-driven decisions quickly and effectively, improving both operational efficiency and student satisfaction.

## Use Case 1: Quality Assurance & Student Experience



- **Full Call Coverage:** QA now includes 100% of calls covering enrolments, support, results, and fee inquiries—eliminating guesswork.
- **Multi-Dimensional QA:** Simultaneous analysis across CX, compliance, and business KPIs ensures comprehensive quality insights.
- **Agent Coaching Reports:** Individual performance reports guide managers in personalised coaching, reducing variation in student service.
- **Boosted Productivity:** Automated QA significantly reduces manual effort, increasing review capacity by up to 90%.
- **Elevated Student Satisfaction:** Faster, consistent service leads to improved experiences and stronger institutional reputation.

One of the biggest pain points in university contact centres is the limited QA sampling — only a small percentage of calls are typically reviewed, leaving most student concerns invisible.

AutoInsights transforms this by enabling analysis of 100% of student interactions. Whether it's about enrolments, fees, or results, nothing is missed. The QA is not just technical — it spans CX, business, and compliance perspectives, making it a multidimensional review engine.

Agent-specific performance insights also streamline coaching, allowing tailored feedback and skill development. This results in not just better compliance, but a noticeable uplift in service consistency and student satisfaction.

## Use Case 2: Enrolments & Conversion (Domestic & International)



- **Sales Call Insights:** Automatically analyse discovery, persuasion, and objection handling in recruitment conversations.
- **Opportunity Detection:** Spot missed enrolment opportunities and moments of indecision to optimise follow-up actions.
- **Deferral Analysis:** Track reasons why students choose not to enrol or defer, enabling targeted intervention.
- **Recruitment Strategy Enhancement:** Data-driven insights help reshape messaging and channel strategies for both local and global markets.
- **Boosted Conversion Rates:** Universities using AutoInsights report measurable increases in enquiry-to-enrolment conversion.



Enrolments & Conversion

Competition between universities, both domestically and internationally, has never been fiercer. Converting enquiries into actual enrolments is a key challenge.

AutoInsights equips institutions with the ability to analyse every sales or admissions call — uncovering how discovery, persuasion, and objections are handled. It highlights missed opportunities and reasons for student deferral or indecision, giving teams the tools to adapt their strategies quickly.

From improving follow-up timing to refining the pitch used in international recruitment, this use case empowers marketing and admissions teams with real evidence of what works — and what doesn't.

## Use Case 3: Retention & Continuation of Study



- **Early Warning Indicators:** Detect language patterns and sentiment in calls that suggest disengagement, dissatisfaction, or confusion.
- **Withdrawal Reason Analysis:** Uncover root causes behind non-continuation, from academic pressure to lack of clarity on pathways.
- **Support Pathway Insights:** Identify gaps in student services and recommend improvements for progression support.
- **Retention Interventions:** Enable timely, targeted interventions before students exit, improving success and satisfaction.
- **Data-Driven Continuation Strategies:** Shape retention initiatives based on actual student voice data, not assumptions.

Retention remains a persistent challenge in higher education. Students disengage and drop out for a wide range of reasons, many of which are difficult to identify without robust data.

AutoInsights listens for early warning signals — dissatisfaction, confusion, or lack of support — embedded in everyday student conversations. It doesn't just wait for survey results or end-of-semester metrics; it responds in real time.

Universities can use these insights to tailor support pathways, enhance communication clarity, and proactively reach out to at-risk students. Ultimately, it allows institutions to deliver the kind of personalised support that keeps students on track.

## Use Case 4: Results, Service, and Responsiveness



- **Results Call Monitoring:** Track calls related to academic results to identify student sentiment, stress levels, and confusion.
- **Admin Workflow Bottlenecks:** Detect delays and breakdowns in support processes, from documentation to communication handovers.
- **Satisfaction Analytics:** Measure perceived responsiveness and effectiveness of support services based on real student feedback.
- **Data-Informed Process Optimisation:** Drive service improvements with direct insights into how administrative interactions impact student experience.
- **Improved Query Resolution Times:** Streamlined support workflows enable faster, more consistent student service outcomes.



Results, Service, and Responsiveness

Timeliness of support and communication around results is a major source of student anxiety and dissatisfaction. These are often high-stress moments that shape perceptions of institutional quality.

AutoInsights helps universities go beyond anecdotal complaints. It monitors all relevant calls to assess how responsive support services are, and where administrative friction causes delays or confusion.

Armed with this data, institutions can streamline internal workflows, coach staff for more effective interactions, and significantly reduce resolution time — leading to higher satisfaction and lower stress for students.

## Use Case 5: International Student Experience



- **Specialised Support Monitoring:** Track calls on visa, accommodation, and language support to uncover unique needs of international students.
- **Drop-Off Risk Indicators:** Detect early dissatisfaction or confusion that could lead to attrition among international cohorts.
- **Cultural & Linguistic Sensitivity:** Analyse communication effectiveness and accessibility for students from diverse backgrounds.
- **Improved Support Structures:** Generate insights to redesign international student services for inclusivity and efficiency.
- **Enhanced Global Reputation:** Delivering standout support improves retention and strengthens institutional brand internationally.

International students face a unique set of challenges — from complex visa processes and housing uncertainty to navigating support in a second language. These issues often go unaddressed until it's too late.

AutoInsights helps universities listen more effectively. It analyses all calls from international students, flagging dissatisfaction, confusion, or language barriers early.

Armed with this data, institutions can create more culturally responsive services, prevent avoidable drop-offs, and build a reputation as a supportive and inclusive global education provider.

## Use Case 6: Compliance & Risk Management



- **CRICOS & Consumer Law Monitoring:** Automatically checks calls for adherence to enrolment disclosures, refund policies, and advice standards.
- **Audit-Ready Call Records:** Maintains a searchable, time-stamped archive of interactions for governance and accountability.
- **Risk Identification:** Flags potential compliance breaches early to mitigate reputational and regulatory fallout.
- **Policy Enforcement Insights:** Surface trends in non-compliance across faculties or agents to drive corrective action.
- **Government Alignment:** Ensures consistency with education standards, visa conditions, and audit frameworks.



Compliance & Risk Management

Compliance is non-negotiable in higher education, especially for institutions managing international students under frameworks like CRICOS. The reputational and regulatory risks of non-compliance are significant.

AutoInsights enables automated compliance monitoring. It checks that key enrolment disclosures, refund policies, and advice standards are being followed in every conversation — not just a sample.

This creates a full audit trail, helps preempt issues before they escalate, and gives universities confidence that their agents are aligned with both internal policies and government regulations.

## Benefits Summary for Universities



- **Automated QA Productivity:** Up to 90% reduction in manual QA effort with full call coverage and faster insight delivery.
- **Improved Enrolment Outcomes:** Increased domestic and international student conversion driven by better insight into call performance.
- **Boosted Retention Rates:** Early intervention on dissatisfaction drivers supports student success and reduces attrition.
- **Enhanced Responsiveness:** Faster resolution and improved service for results, support, and enrolment queries boost student satisfaction.
- **Reduced Compliance Risk:** Full traceability and automated monitoring ensure alignment with CRICOS and consumer protection laws.

AutoInsights delivers tangible benefits across the student lifecycle. It begins by drastically reducing the time and resources needed for QA — while increasing insight quality.

By deeply analysing call interactions, it helps boost enrolment conversion and supports student retention efforts by detecting early signals of disengagement. For support services, it enhances responsiveness and ensures no student concern is overlooked.

Finally, it helps universities stay audit-ready and aligned with compliance frameworks through automated checks and full traceability. The result? A more efficient, data-driven, and student-centric institution.

## Case Example: Anonymised University



- **Call Analysis for Enrolment:** Identified key moments and friction points in admissions conversations affecting student conversion.
- **Early Retention Signals:** Flagged dissatisfaction and confusion early in the journey, enabling proactive outreach and support.
- **Improved Service Responsiveness:** Monitored and streamlined administrative call handling around results and student support.
- **Measured Uplift in Outcomes:** The university saw improved enrolment rates, higher retention, and increased student satisfaction scores.
- **Institution-Wide Benefits:** CX, marketing, and compliance teams all benefited from a shared view of real student voice data.



Compliance & Risk Management

To illustrate AutoInsights in action, let's explore the case of a leading Australian university. Facing challenges in student conversion and retention, the institution piloted AutoInsights with their existing call recordings.

The analysis revealed points in enrolment conversations where prospects were dropping off. Adjustments to follow-up timing and messaging had a direct impact on conversions. Meanwhile, insights into early signs of dissatisfaction allowed advisors to intervene earlier, preventing attrition.

What began as a pilot quickly evolved into a university-wide rollout, with measurable improvements in enrolment, student experience, and administrative efficiency — all driven by AI insights.

## Next Steps



- **Pilot with Existing Recordings:** Start by analysing recorded calls across enrolments, results, and support to uncover baseline insights.
- **Dashboard & Report Review:** Evaluate CX, QA, and Agent Performance dashboards to identify quick wins and key trends.
- **Scale Across Teams:** Expand adoption to include domestic, international, and faculty-specific recruitment and support units.
- **Cross-Functional Alignment:** Engage marketing, compliance, and student services teams using shared insight platforms.
- **Continuous Optimisation:** Use ongoing analytics to refine student journeys, boost satisfaction, and meet strategic goals.

AutoInsights is designed for fast and low-risk implementation. You can begin with a pilot using your existing call recordings — no new infrastructure or workflows required.

The first step involves analysing calls from key student interaction points: enrolments, results, and support. This immediately delivers insights that you can explore via dashboards and detailed agent reports. From there, you can identify specific gaps, trends, and coaching opportunities.

Once validated, you can expand usage across teams and departments — aligning recruitment, CX, compliance, and retention strategies around a single source of truth: the student voice.

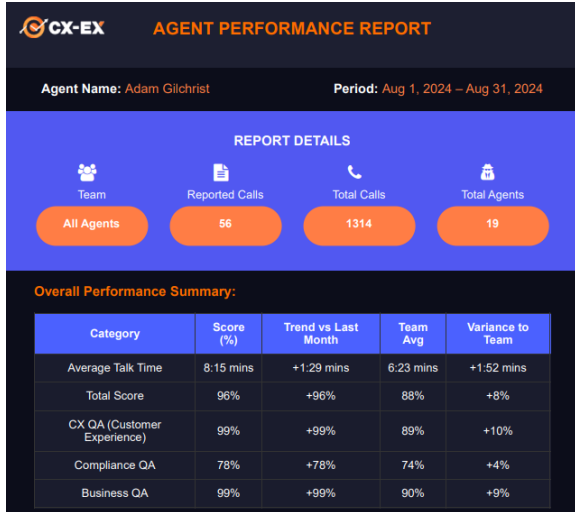
## Appendix Slide

CXEX has worked on building various reports for the clients to ensure they're aware of each aspect of their business

- **Agent Performance Report** – Provides weekly and monthly insights into agent behavior, presenting performance trends, strengths, and improvement areas in a clear, actionable format.
- **Customer Experience Report** – Analyzes the customer journey across calls, highlighting satisfaction levels, friction points, and recurring themes over the month to drive service improvements.
- **Digitalisation Report** – A unique blueprint that identifies automation opportunities across the business, reducing reliance on live agents, unlocking efficiency, saving costs, and improving customer response times.

These three reports work together to provide a complete picture — from agent performance and customer sentiment to digitalisation opportunities. Together, they help leadership improve quality, efficiency, and long-term automation strategy.

# Agent Performance Report



- Delivers clear weekly/monthly insights into individual agent performance, highlighting both achievements and improvement areas.
- Tracks key metrics such as talk time, QA compliance, customer experience scores, and variance against team averages.
- Provides managers with actionable data to guide coaching, boost efficiency, and ensure consistent quality across the team.

# Customer Experience Report



- Tracks key CX metrics such as CSAT, issue resolution, and repeat call rates to measure customer satisfaction and service quality.
- Provides weekly trend analysis, highlighting positive and negative shifts in customer experience over time.
- Equips leaders with insights to address pain points, improve first-call resolution, and strengthen overall customer loyalty.

# Digitalisation Report



- Identifies call categories with high automation potential, quantifying deflection rates, hours saved, and cost benefits.
- Provides a phased rollout strategy (short, medium, long-term) to help businesses prioritise automation investments.
- Unlocks operational efficiency by reducing live-agent dependency, enabling faster service and measurable cost savings.