

FASTER OFFERS. GREATER CONTROL. STRONGER CONVERSION.

Turning admissions into a competitive advantage



enroly



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Chief Commercial Officer



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You can't control the market...



**Decreasing
market**



**Rising
costs**



**Regulation
pressure**



**Currency
fluctuation**



**Institution
rank**

You can control how you respond: conversion & control.

Where institutions have adapted



Price & deposits



Entry criteria



Study options



Quality assurance



The new competitive advantage

1

Speed to offer

2

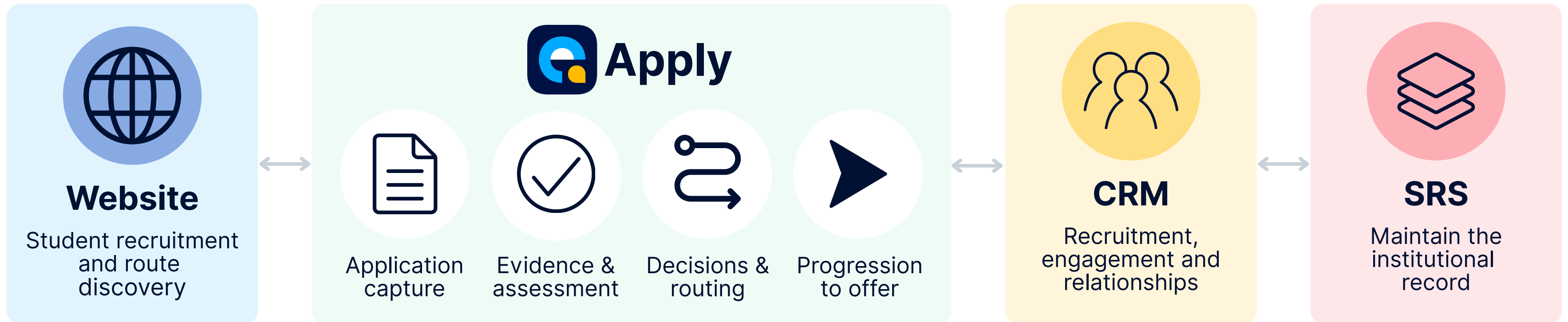
Stronger conversion

3

Greater control over intake

The missing capability

Admissions & recruitment tech



Built by the sector, for the sector

96
Institutions

6,000+
Agents

2 million+
students supported

Faster offers.

More capacity to convert.

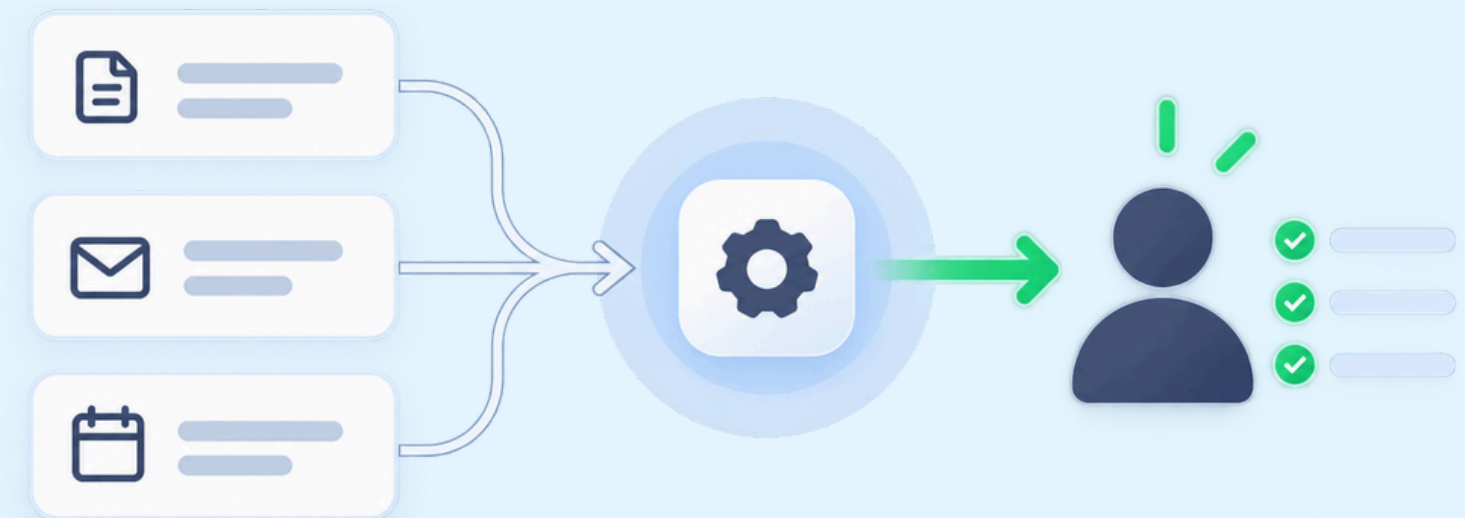
1

Get your offer to students first



2

Redeploy and reshape admissions workforce



Better information starts at application

Relevant questions.
Clear requirements.
Guided next steps.

[← Your information](#)

Fee status

Your fee status helps the university determine the tuition fees you will pay. You can check if you are eligible as a home student by checking the [Official guidance from the Department for Education](#).

Which of these best describes your circumstances?

- ☐ I'm a British or Irish citizen, and I've lived in the UK, Ireland, the Channel Islands, or Isle of Man for the last 3 years
- ☐ I'm an international or overseas applicant with no ties to the UK or Ireland
- ☐ I have EU settled or pre-settled status, or indefinite leave to remain in the UK
- ☐ I'm the spouse, civil partner or child of someone who is a British/Irish citizen or has settled status/indefinite leave to remain in the UK
- ☐ I have refugee status or humanitarian protection
Includes the Ukraine and Afghan schemes, stateless leave, and similar protection or humanitarian leave (e.g. domestic abuse or bereaved partner)
- ☐ I have lived in the UK for more than half of my life or at least 20 years
- ☐ I'm a citizen of a British Overseas Territory
- ☐ None of these apply to me

[Cancel](#) [Save & continue](#)

Qualification intelligence within the admissions decision.

Recognised international equivalencies.
Your entry criteria.
Human judgement where it matters.

The screenshot displays the Enrolly admissions system interface. On the left is a blue sidebar with navigation icons for Students, Interviews, Insights, and Config. The main content area shows the profile for 'Jane Doe' in the 'Marketing Management, MA' program. The program status is 'Unconditional' and 'Full time, Sep 2025, Year 1 entry'. A red box highlights the 'Undergraduate (hons) degree in Marketing at 2:1 or above' requirement. Below this, two degree entries are listed: 'Bachelors degree (70%)' from the 'University of Tirana, Albania' (marked 'Satisfied') and 'Bachelors degree in Business Management' (marked 'Satisfied' with an 'enrolly AI suggestion' tag). A 'University transcript' link is also visible. On the right, a 'TIMELINE' section shows key events: 'Unconditional offer issued' (Conditional to Unconditional), 'Unconditional offer letter' (24 Aug 2025 09:42), '4 tasks were completed' (14 Aug 2025 16:20), and 'Applicant accepted the offer' (21 Jun 2025 13:40).

1
Check
equivalency

2
Convert
grade

3
Check course
requirement

4
Recommend

Provides - Meet / Does not meet / Requires review recommendation

Retaining applicants beyond the first choice

Eligibility assessed.

Alternatives from your portfolio.

Applicants redirected, not rejected.

Checking your eligibility

Reviewing your highest study...

What does transformation offer your institution?

Illustrative benefit modelling for admissions and recruitment transformation

Benefit	Today	Tomorrow	Uplift
Time spent to process decision	55 minutes	6 minutes	9x faster
Applications processed / hour / resource	1.1	10	9x efficiency
Cost per application	£23.77	£2.59	-£21.17 cost per app
Applied to enrol %	7%	8%	+1% uplift
Student fees @ 14.5k (10k apps)	£10.15m student fees	£11.6m student fees	+£1.45m student fees

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Where could you improve conversion?



Map your admissions journey.



Identify the opportunity.



Build your business case with Enroly.

Arrange your
discovery session

