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# EDUCATION CASE STUDY

Business case for service and product growth including investment for largest student placement organisation in the world

## AT A GLANCE

### Challenges

- Needed scale to meet customer demand
- Legacy technology requiring upgrades
- Lack of quantified strategy and plan

### Output

- 3-year roadmap quantified at an NPV of ~17%

## CHALLENGE

Student placement organisation has an add-on service that aids international students through the move to their study country, including finding accommodation and a bank account. While this service has seen good growth, it has been treated as an after-thought at the organisation. In order to scale this offering in step with student demand, it needed investment in both the approach and technology. However, how much investment was needed and what the expected outcome was needed a business case and a plan.



## APPROACH

Agnes led both the proposal and delivery of this business case engagement (with a team of expert consultants). The program followed a holistic approach starting with problem framing and opportunity identification before quantifying the costs and benefits.

### Activities:

- Capturing all team ideas and customer research results to ensure they're all considered and prioritised. Opportunities spanned across not only service improvements and tech development, but also process efficiencies and internal operating model adjustments.
- Benefit articulation across a variety of metrics, such as lead increases, penetration improvements and revenue uplift
- Cost and feasibility analysis to arrive at ROI for business case and inform sequencing into roadmap.

## BENEFITS

### All Opportunities Considered

This was not purely a digital roadmap. Opportunities across growth, experience improvements (both student and counsellor) and efficiencies were analysed for cost vs benefit.

### Quantified Benefits

The business case analysed each idea across the impact it can have for the business versus the investment needed to make it happen. This allowed for the business to put forward the case for additional budget with a comfortable NPV or ~17% over 3 years.

### A clear plan

Because of the cost and time estimates that were necessary for the ROI analysis, each work stream was easily sequenced into a roadmap that allowed the business to move forward with the implementation.

### An approach for future innovation

The work we did illustrated an approach for insight-based decision making. Furthermore, it also highlighted some data and metric gaps that were worked into the roadmap and will allow for more accurate and faster decisions in the future.