

Harness AI-powered system to transform admissions processes

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What We'll Cover

- › The Opportunities & Challenges in Application Growth
- › Maximising AI potential
- › Proven results across UK, US and Australia
- › Finding the right balance between AI and human expertise
- › Key Takeaways



The Admissions Surge: Opportunity & Complexity

Challenges



Massive Growth in Applications



Students and agents demand for faster and accurate responses



Admissions complexity limits scalability

Opportunities



Meeting New Challenges with AI-supported processes and tools



Ensuring compliance and accuracy at scale



Smarter Admissions with AI



- › Automated application screening and advanced document AI – enhanced verification and integrity



- › Intelligent triage and routing applications
 - Zero-touch completion or staff review



- › Predictive analytics
 - Forecast application trends and enrolment likelihoods

Proven results across UK, US and Australia

01

Quantitative Outcomes

- › 30% of applications processed less than an hour
- › Over 90% applications resolved same-day
- › Zero-touch, fully-tailored offers sent within 15 minutes for UK

02

Qualitative Outcomes

- › Better data quality, supporting compliance and reporting
- › Scalability – handle more applications without the need to increase staff
- › Staff efficiency – admissions freed up time to focus on complex cases



Working with INTO's AI-powered admissions processing has significantly improved our application turnaround time and efficiency. This innovative system enhances our ability to attract and enroll talented international students while ensuring a smooth and compliant admissions process. We are excited about the positive impact it has had on our university's recruitment efforts and look forward to continued success with INTO's cutting-edge technology

The University Of Alabama at Birmingham

Kudos to INTO for successfully launching the new admissions operation which is already helping in the faster processing of applications. An Initial quick response can do wonders for the confidence of all involved, it instils confidence in you; well done again

Yathapu Consulting

2024: Best UK based
admissions team for
digital and technological
innovation



2024: Best UK based
admissions team (overall)





Balancing AI with human expertise



People First

Complex cases are best managed by people



People & process as foundation

AI as a support tool, not a decision-maker



AI Policy

Foster collaboration between AI and human



Key Takeaways

- ♦ Choose the right tools
- ♦ Triage first – decide what can (and can't) be automated using AI
- ♦ AI Policy

AI-driven admissions to deliver speed, accuracy, and scalability





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