

Our efficient “kit and collate” service means that prospective University of Exeter students get details of the specific courses that interest them, fast.



## THE CHALLENGE.

In 2006 the University of Exeter’s highly effective student recruitment activity was generating a volume of requests for information packs that exceeded the University’s internal fulfilment capacity. So, the University selected HWC to ensure that each request was responded to quickly and efficiently, with the prospective student receiving details of the specific courses in which they’d expressed an interest. A key factor in winning the business was HWC’s proven, flexible and accurate fulfilment processes, combined with our determination to ensure that every communication we despatch reflects the University of Exeter’s commitment to providing its students with a first class service.

## THE PROCESS.

HWC’s expertise in process design enabled us to directly interface our systems with the University of Exeter’s website. A carefully constructed rule matrix automatically segments the data, ensuring that the request is linked to the correct campus and the appropriate level of course material is allocated.

HWC’s service includes “cleaning” the data to resolve incomplete addresses and identify spurious requests. “Out of pattern” enquiries are dealt with individually: for instance, our response to a request for 10 packs to be sent to a single person in India resulted in the prospective student being contacted. It was agreed that a single printed prospectus, sent by post, together with electronic copies of the prospectus and 20 subject brochures would satisfy their requirement immediately, without incurring large postage costs.

Personalised letters are generated using dynamic merge fields, which are populated from text held in a database. This ensures that letter texts can be amended quickly and easily to suit changing circumstances.

Picking and packing processes are driven by the same database, which incorporates an efficient and intelligent stock control system that permits close control of spend on printed matter. The whole process is backed up with stringent quality control checks and a comprehensive reporting module that keeps the University fully informed.

## THE RESULTS.

HWC despatch approximately 27,000 information packs annually on behalf of the University of Exeter to addresses all over the world. The University Team are able to focus on their core tasks, confident in the knowledge that prospective students are getting the information they need in a manner that reflects the University’s commitment to providing an excellent service.

*“Handle With Care always manage to meet our sometimes complicated requests with efficiency and professionalism. Their expertise have allowed us to develop a fully comprehensive web form which takes the stress and pressure out of an essential part of our student recruitment activities, allowing us to offer a seamless service to enquirers. HWC play a key role as a trusted business partner in supporting the University of Exeter in meeting its student recruitment objectives.”*

Charlotte Surrey,  
Marketing Officer

## FURTHER INFORMATION.

*To find out how we could help with your fulfilment requirements or other business processes, please contact:*

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