

## Relative Insight helps universities, colleges and other educational institutions enhance their qualitative analysis processes.

With a heritage in *protecting children from masquerading behaviour online*, Relative Insight uses language comparison to help educational institutions understand current and prospective students, staff and faculty.

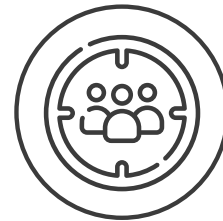
Equipped with *powerful insights*, educational leaders are able to make informed decisions that improve the student experience and build the reputation of the institution.

### Relative Insight can provide insights in the following areas:



#### Student experience

Analyse student satisfaction surveys to identify the factors that contribute to **positive and negative experiences**. Comparison can be built across various attributes including satisfaction ratings, likelihood to recommend, demographics, course or module.



#### Student recruitment

Leverage recruitment surveys, student forums or open day feedback to understand what factors are most important to students as they make a decision about where to study, including **why students choose other institutions over yours**.



#### Reputation analysis

Analyse social data and forums to understand how your institution is perceived within the higher education sector. Understand the **general discourse in relation to comparable institutions**.



#### International students

Compare across your key international student markets to understand the **unique factors that attract students from different countries**. Use these insights to help you tailor your international recruitment strategy and ensure you are allocating budget in the right places.

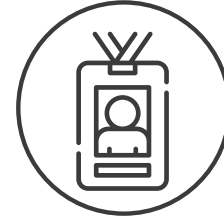
Contact us to see what Relative Insight can do for you, and together we'll put the platform through its paces.

[Request demo](#)



### Course development and marketing

Compare prospectus documents and course descriptions across similar programmes to understand how your **offering is similar and different to other options** available to prospective students. Use the insights to refine your course offering or marketing language.



### Faculty and staff experience

Compare staff survey responses to identify the unique challenges facing different departments or faculties. Use this approach to help break down departmental silos and **identify areas for cross-department collaboration and innovation**.

We can compare any source of language data:



National Student Survey



Prospectus documents



Course descriptions



Open day feedback surveys



Staff surveys



Student surveys



Student forums

Get in touch!

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