



Manchester Metropolitan University

Manchester Metropolitan University is the largest campus-based undergraduate university in the UK with a student population exceeding 37,000.

Positioned as the University for World Class professionals with an emphasis on vocational education and employability it attracts thousands of students each year.

With a history dating back 150 years, it offers a combination of the traditional and the contemporary that sets MMU apart and gives it its distinct character.

The challenge

Manchester Metropolitan University (MMU) experiences high volumes of students attending their open days each year. The MMU Recruitment & Admissions team was looking for new ways to efficiently manage the registration process at these popular events whilst still providing a fully immersive university experience to prospective students.

The MMU brand proposition is that of a friendly, welcoming university and the team was keen to find new ways of freeing up staff to provide a wider range of value-added events. With a highly discerning and digitally aware audience, it was also critical to position MMU as a progressive, technology focused university.

The datacpr solution

After attending an open day datacpr proposed that touchscreen kiosks be used to allow prospective students to register on the day. It was clear that help was needed at registration points but the main emphasis should be on making the process quicker and more exciting for students.

‘The technology helped us to make that next step up to meet with the expectations of a discerning, constantly evolving market ahead of our competition.’

Ian Roberts, Director of Recruitment & Admissions

The kiosks would become part of the overall positive experience provided on arrival at MMU.

Only those students that had not pre-booked would be directed to a fleet of six kiosks positioned at the main

entrance. A series of touchscreens were developed to collect student contact details and student’s top three subject preferences. An automatic email with a personalised programme of events would then be sent to their SmartPhone.

Visuals of the university were added to give an instant feel for life at MMU and maps were provided to signpost students to their next event. Finally a series of feedback questions were developed to collect student comments at the end of the day.

Core Benefits

- **Visual Impact** – The kiosks looked attractive and professional. Students naturally gravitated towards them and were keen to use them.
- **Effective Signposting** – There were no queues at reception and students were quickly informed about relevant subject events and where to find them through automatic email.
- **Data Quality** – Self-registration not only shortened the process but improved the quality of data.
- **Efficient Staff Utilisation** - Traffic flow was better managed but more importantly staff and student ambassadors were free to have one-to-one conversations with prospective applicants.
- **Brand Enhancement** – technology was successfully used to position the **MMU** as a progressive university and the core brand proposition of providing added value to students was strengthened.
- **Creating a Buzz** - Students were excited to use the kiosks. They created rich conversation which added to the overall experience of the day.
- **Cross-Departmental Functionality** - Internally, staff from a wide range of departments were keen to support and be part of the pilot. The trial has demonstrated that the touchscreens can offer a multi-purpose platform for a wide range of stakeholders and departments to communicate with existing and prospective students.
- **Client-focused** – datacpr worked closely with the **MMU** Recruitment & Admissions team and IT to ensure the kiosks were up and running within a 3 week turnaround. Through on-going dialogue and datacpr’s immersive approach to understanding **MMU**’s challenges and goals, the project was successfully delivered without a hitch.
- **Bespoke design** – The software was easily edited and adapted to reflect the **MMU** branding. With user-friendly design functionality the **MMU** team can create screens in-house and use the kiosks for multiple purposes.



Success Factors

‘It was a very successful pilot – we could see our ideas coming to life through the technology in a very short timescale.’

Benedikte Joergensen, Recruitment Manager

were happy to participate and open text boxes gave the team an immediate flavour of how the open day was received.

- **Fast Results** – Results were accessible throughout the data allowing the team to monitor student satisfaction. Within 10 minutes a full activity report in graphical format was available for analysis.

- **Immersive Experience** - Staff could be redeployed to provide added value services and students could connect with a real person supporting the main Recruitment and Admissions goal to provide a fully immersive **MMU** experience to students.

- **In-The-Moment Feedback** – 50 per cent of students who used the kiosks left feedback exceeding all expectations. Students

Moving Forward

The concept of touchscreens has been welcomed by everyone at the university and various departments are now interested in utilising the kiosks in the following areas:

- To provide an educational and informational platform
- To manage appointments for a range of student services
- To provide a discreet means of communication for students regarding confidential and embarrassing issues such as debt or disability
- To provide a medium to collect feedback and suggestions from students

Moving forward MMU would like to see the touchscreen kiosks as a permanent feature on campus offering self-service and added value information to existing students. There is an expectation amongst the students that this form of self-service technology should be available and MMU want to meet those needs.

At open days the team would like to see the kiosks centre stage, with all students engaging with them in addition to adapting the software to support a wide range of on-campus and external events.

'As the project developed we could see multiple applications possible and we didn't want to pigeon-hole the technology.

It's one device for multiple purposes and one software product for multiple outcomes.'

Ian Roberts, *Director of Recruitment & Admissions*
