



EDUCATION

CRITICOGROUP.COM

Case Study: Uxbridge College



Communication
without compromise.



Speaking the language of students with Janet txt



The Challenge

Attendance at enrolment interviews at Uxbridge College needed a boost. The college had a sizeable enrolment program and faced issues with low turnout rates, leading to the necessity of triple booking some appointment slots.

Reminding students about these interviews was a significant challenge.

The Solution

Uxbridge College implemented our Janet txt SMS messaging service to remind students about their enrolment interviews.

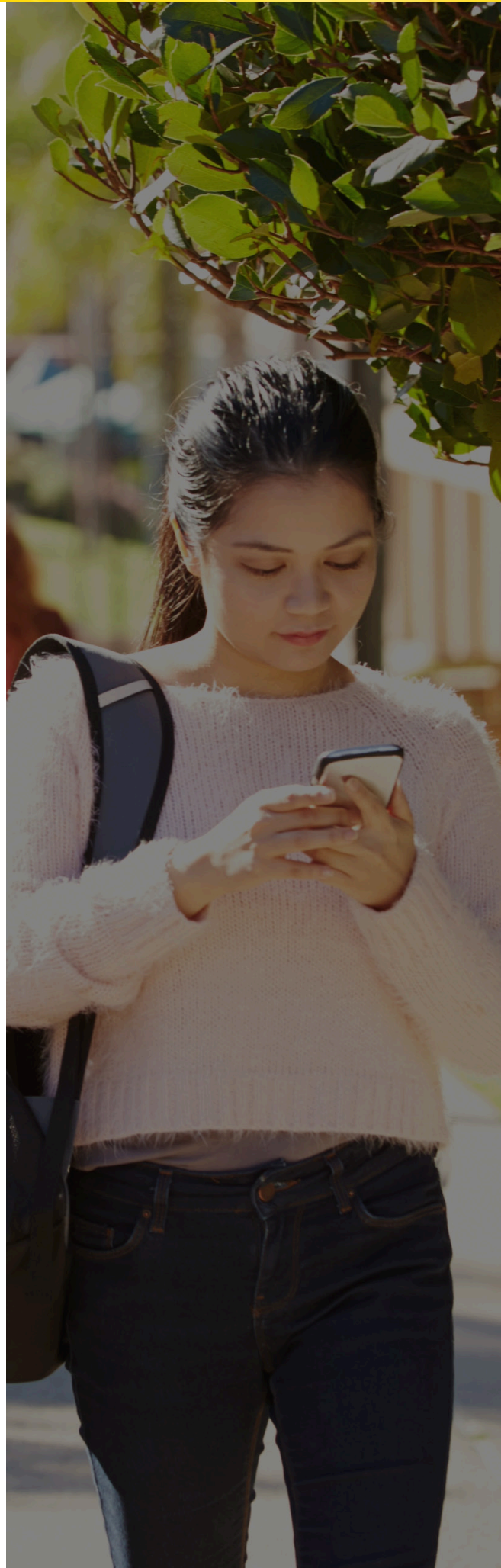
Our secure SMS text messaging service, allowed the college to distribute individual or group messages to mobiles, landlines, email, and pagers through a single, easy-to-use interface.

This solution was chosen for its competitive pricing and suitability to the college's needs.

Evolution & Development

Following the successful implementation of the SMS reminders, which dramatically improved turnout rates for enrolment interviews, Uxbridge College extended the use of the Janet txt service across the curriculum.

In another application, Janet txt was used when the local authority asked the college to consult young people on potential uses for a neighboring RAF site. Uxbridge College invited 20 student representatives via Janet txt to participate in the consultation, resulting in 17 attendees who provided substantial feedback on the site's potential uses.





Feedback

The introduction of Critico's SMS reminder system significantly increased attendance at enrolment interviews. One notable example described to us by the college was a student arriving for an interview just seven minutes after receiving the text reminder.

Uxbridge expressed extreme satisfaction with the Janet txt system, citing its effectiveness and ease of use. The college plans to continue using the service and explore further applications due to the positive outcomes experienced.

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