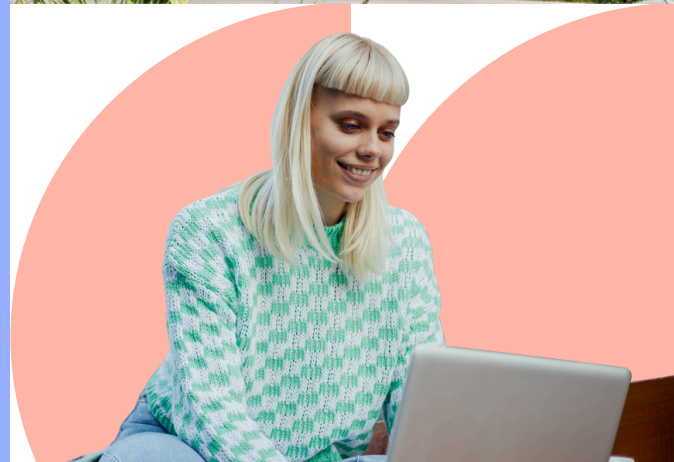


CASE STUDY

# Live in Weeks, Not Years

Launching an enrolment services partnership  
with The University of Waikato

POWERED BY  
**UNIQUEST**



# The University of Waikato

For universities, the decision to bring in a strategic enrolment partner, or change one, sits alongside the biggest technology and operational calls an institution makes. It usually moves slowly, and it rarely moves cleanly.

The partnership between Keystone Enrolment Services (powered by UniQuest) and the University of Waikato proves it doesn't have to: a full transition delivered live in September 2025, at the peak of New Zealand's largest intake conversion window, in weeks rather than months. With no disruption to active student communications and measurable engagement gains inside the first six months.

## 01 SHIFTING GEARS WITH A NEW PARTNER

Waikato went to market looking for the best strategic enrolment partner they could find – one built around genuine partnership, with the technology and pace to match where student recruitment is heading. They ran an open public tender. Keystone Enrolment Services won it, ending a 12-year incumbency in the process.

The contrast showed immediately. WhatsApp communications, a Waikato priority, had previously taken over two years to stand up. With Keystone, the capability was native and live from launch, part of an omnichannel approach deployed on Waikato's behalf from day one.



WhatsApp communications were a big priority for Waikato.

With Keystone, this capability was live in weeks.

**Simon Duffy**  
Head of Conversion  
University of Waikato

## 02 SEAMLESS IMPLEMENTATION IN WEEKS

Keystone went live with Waikato in September – at the peak of the conversion window for New Zealand's largest intake. The stakes were high for a quick, worry-free implementation that wouldn't break stride with students already in the pipeline.

To make that happen, Keystone deployed their Head of Operations and a technical implementation lead to Waikato in New Zealand, working alongside the University's data and recruitment teams, while keeping active student communications running. This hands-on approach let both teams map data, build communication templates, and maintain ongoing campaigns in parallel. **Live in under a month, mid-cycle, with no break in active campaigns.**



Having [Keystone] staff overseeing the implementation by our side was an absolute game-changer. We couldn't have asked for it to go any smoother. They did the heavy lifting and consistently came to every email and meeting with the same posture: how can we make things easier for you?"

**Simon Duffy**, Head of Conversion, University of Waikato

## 03 A STRATEGIC TWO-WAY RELATIONSHIP

From the beginning, the partnership between Waikato and Keystone Enrolment Services evolved beyond service delivery. Regular operational meetings quickly turned into collaborative planning sessions, with Keystone proactively working with the team on campaign decisions, communications planning, and recruitment strategy.

With ambitious growth targets for 2026 and 2027, Waikato is focused on diversifying international recruitment across South and Southeast Asia, the Americas, and other emerging regions.

Moving into new markets at pace demands operational agility and data insights most universities struggle to readily build or access in-house. That's where Keystone's infrastructure, built over more than a decade of partnerships across 85 institutions, takes on the operational lift – so Waikato's team can focus on the work that genuinely needs them.



This is not just a business contract. **This is a true partnership** – Keystone Enrolment Services are part of Team Waikato, indistinguishable from our own people.

**Simon Duffy**  
Head of Conversion  
University of Waikato

## 04 EARLY SIGNS OF SUCCESS

Early signs of success are clear: stronger engagement rates, sharper campaign effectiveness, and the ability to deploy time-sensitive communications quickly while continuously refining email content against student response. WhatsApp engagement in particular has lifted significantly, with email automations letting students move seamlessly to their preferred channel without breaking the conversation.



We are delighted to have partnered with Keystone Enrolment Services. Their team has helped to build efficiency and provide invaluable market insights which is already resulting in improvements across the student journey. We've been consistently impressed by their proactive approach and the quality of their service, and we're excited about building a long and successful relationship together.

**Sharon Calvert**, Assistant Vice Chancellor – International, Engagement & Partnerships

Hear more from our customers at:  
[uni-quest.co.uk/case-studies/university-of-waikato](https://uni-quest.co.uk/case-studies/university-of-waikato)

**Keystone Enrolment Services**, powered by UniQuest, are experts in student engagement, enrolment, and retention services for higher education institutions. Over the years, we've managed more than 70 million student communications and driven 550,000 enrolments for university partners in the UK, Europe, the US, Australia, and New Zealand. To learn more, visit:

[keg.com/increase-student-enrollment](https://keg.com/increase-student-enrollment).





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