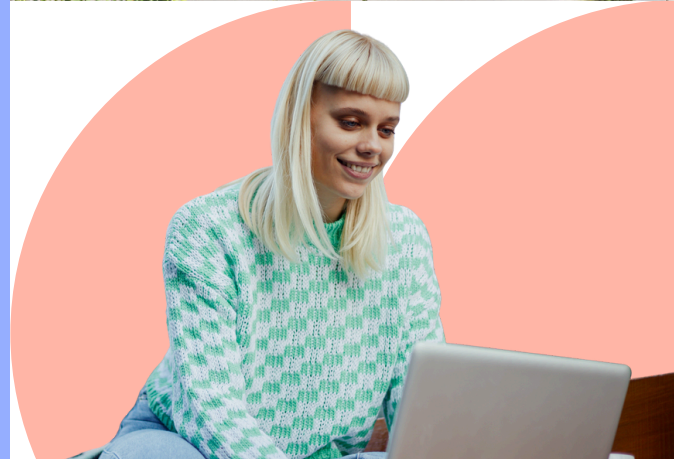


CASE STUDY

Live in Under a Month

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 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 SEAMLESS IMPLEMENTATION IN WEEKS

Keystone went live with Waikato in October 2025 – 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.**



Keystone Enrolment Services are part of Team Waikato, indistinguishable from our own people.”

Simon Duffy
Head of Conversion
University of Waikato

02 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.



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

As the higher education sector around the world faces challenges and uncertainty, Keystone is supporting and enhancing Waikato's recruitment effort globally from key source countries to those forming part of the University's diversification efforts.

Supporting our partners across established and newer source countries demands operational agility and up-to-the minute data insights. That's where Keystone's infrastructure, relationships and global expertise, built over more than a decade of partnerships across 85 institutions, will support Waikato's strategy and success over future recruitment cycles.



This is not just a business contract. This is a true partnership."

Simon Duffy
Head of Conversion
University of Waikato

03 EARLY SIGNS OF SUCCESS

Already a market leader in conversion activities and recruitment outcomes, Waikato has joined its experience and expertise with the global understanding and impact of Keystone. Working together closely to enhance and improve already strong engagement rates, continue refining email content against student response, deploy time sensitive communications at speed and to allow students to move seamlessly to their preferred channel (including WhatsApp) throughout the recruitment conversation.

Hear more from our customers at:
uni-quest.co.uk/case-studies



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



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.



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