



# The IDP Difference

At IDP we provide more than just applications – we are an integral part of the entire enrolment process where we focus on ensuring that students are better placed and at the same time we represent the best interests of our institutional clients.

The success of IDP, developed over more than 40 years, has been nurtured by our view that we are different from all other agents. The IDP difference manifests itself in many ways:

## Trusted Brand

IDP is a pedigree brand with a long association of helping students fulfil their dreams and achieve their goals. In a recent customer survey\* IDP achieved an overall customer satisfaction rate of over 80%, whilst 87% of students who used our services would recommend IDP to their family and friends.

IDP is recognised by students as a market leader, a source of impartial and comprehensive information. IDP is recognised and trusted for its integrity, the quality of its counselling and unique personal service, which lead each student to a better outcome. This is encapsulated in our proposition “*You are better placed with IDP*”.

*\*IDP Customer Satisfaction Report – December 2010*

## Integrity

As a company, IDP adheres to the highest ethical standards and expects that all our counsellors maintain the same high standards in their dealings with clients and students.

IDP provides the best possible, impartial and comprehensive guidance to students to help them make the decisions that are best for them.

We ensure that the student is our number one priority, which means we work to find the best options for each individual student. We manage a wide portfolio of institutional clients so that we are able to provide solutions to almost any requirement that the student has. Students are literally ‘Better Placed’ with IDP.



## Quality Students

IDP has built a reputation for providing quality students to its partner institutions; quality defined not simply as the best and brightest, but best matched to the institution and course as well. Quality is also defined by ensuring that students are well prepared for their arrival in their chosen study destination and are comfortable and confident to settle into their new study program quickly.

IDP research\* has found that

- 75% of IDP students are in the top 30% of their class
- Higher than 80% have never failed a subject during their studies
- 90% of IDP students complete their courses within the allotted time
- Fewer than 10% of IDP students change courses from the course they commenced – low churn
- The mean IELTS score of IDP students, prior to leaving their home country, is 6.84. IDP students score an average of 7.07 in IELTS post arrival in their study destination
- 80% of IDP students recommend their course and institution
- More than 80% of IDP students secure employment within 6 months of completion of their course – 66% find a job related to their field of study.

*\*IDP Student Quality Survey – June 2010*



## Profile and exposure

Through the IDP network in over 25 countries and 80 offices in prominent locations – both physical and virtual (online) – we provide increased opportunities to profile New Zealand as a study destination. This will enable you to showcase the positive attributes of your institution to a wide global audience.

## Market Growth

As IDP expands into a multi-destination placement organisation, many more students seeking an international study experience will visit an IDP placement centre or website, giving us the opportunity to expose your institution to them. This provides an opportunity to increase your



student placements by expanding markets in existing source countries as well as developing markets in a diverse range of new countries.

## Expertise

In the more than 40 years that IDP has been in the business of counselling and guiding international students, we have built a reputation for the expert advice we provide them – as well as expert market intelligence which is shared with our clients. Our network of counsellors is provided with comprehensive and thorough training – both when they join IDP and on an ongoing basis.

Our counsellors' skills are backed up by a powerful state-of-the-art knowledge management system ensuring all information is current and consistent across the network and providing them with a sophisticated matching system to ensure that the best options are presented to each student.

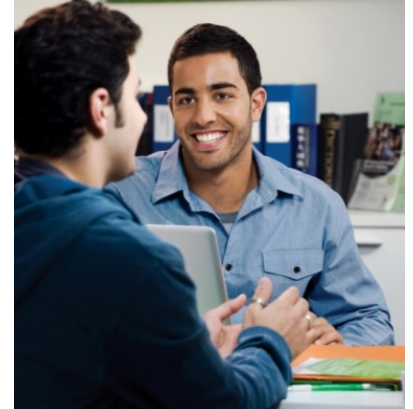


## Full service....and beyond

IDP is committed to going beyond the basic expectations of its students and our institutional clients. We look to nurture our relationships with both groups and ensure that we are providing the best possible range of services to the highest possible standards.

For **students** this means:

- ✓ Counselling
- ✓ Application tests e.g. IELTS, ISAT
- ✓ Application submission
- ✓ Acceptance of offer
- ✓ Advice and arrangement of health cover
- ✓ Visa application
- ✓ Comprehensive pre-departure briefings
- ✓ Arrival arrangements.



For **institutional clients** this means:

- ✓ IDP account management resources – contracts manager; account manager; finance contact; business development capability
- ✓ Participation at in-country student recruitment events – exhibitions, seminars, interview programs
- ✓ IDP representation at student recruitment events
- ✓ Joint marketing and advertising
- ✓ Access to IDP generated industry research data
- ✓ Provision of local market intelligence from IDP regional directors and country directors.

## Contact IDP

Find out more about IDP Education and how a global network of skilled professionals in over 25 countries can benefit your institution.

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