Improve the Student Experience by Leveraging Behavioral Analytics

Understanding student needs is key to successfully serving them. Behavioral Analytics is a revolutionary predictive analytics system that collects and analyzes student interaction data to inform student services teams to personalize recruitment and retention methods and predict student behavior, ultimately improving student experiences.

What is Behavioral Analytics?

Behavioral Analytics captures 100 percent of student interactions through a call recording and management platform. Then linguistic algorithms are applied to predict student needs and behaviors.

Why leverage Behavioral Analytics?

1. Distinguishes winning behaviors and targeted business insights to improve student experiences
2. Captures data on every student interaction to better understand student needs
3. Identifies individual personality styles to inform customized approaches for every student
4. Customized linguistics algorithms are applied to the call
5. Data informs customized support and services for the student

How Behavioral Analytics Work

Behavioral Analytics’ Impact on Wiley Education Services’ Student Support Teams and Partner Institutions

RESULTS

6,000+ STUDENT PERSONALITY STYLES IDENTIFIED
3 million+ CALLS ANALYZED
36% VALUABLE DIALOG/INTERACTIONS INCREASE
28% STUDENT ENGAGEMENT INCREASE
17.5% CONVERSION RATE INCREASE
1,500+ HOURS OF EMPLOYEE TRAINING/DEVELOPMENT APPLIED

Learn how we utilize Behavioral Analytics to improve our partners’ student engagement and outcomes

Wiley Education Services is focused on creating quality, customized experiences across the entire student journey. We achieve this through our proprietary application of Behavioral Analytics, which we incorporate into the on-campus, online, and hybrid student services we provide to our institutional partners.

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