

# 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 enable student services teams to customize 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 likelihood to enroll.

## Why leverage Behavioral Analytics?

1

Distinguishes winning behaviors and targeted business insights to improve student experiences

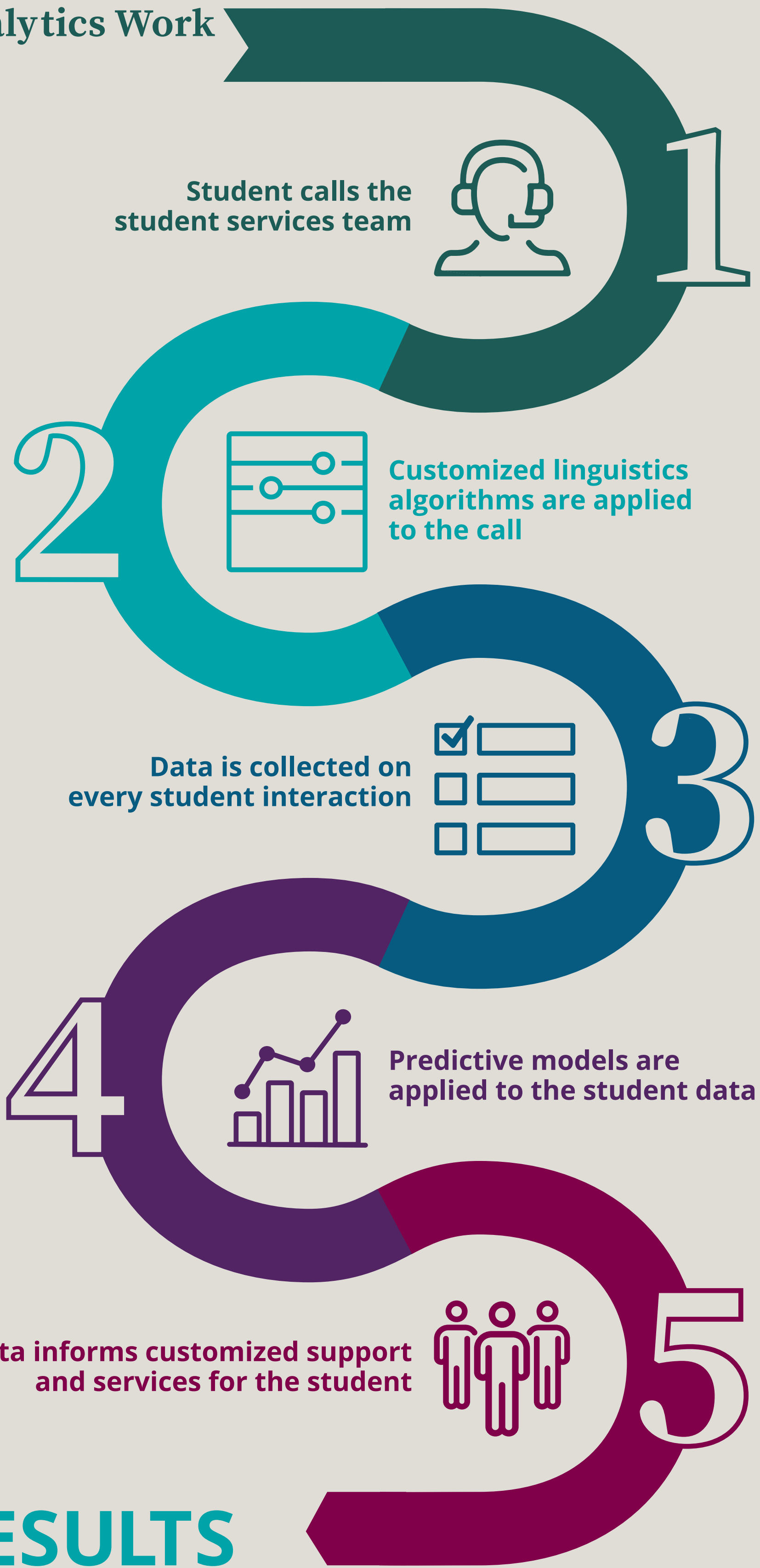
2

Identifies individual personality styles to inform customized approaches for every student

3

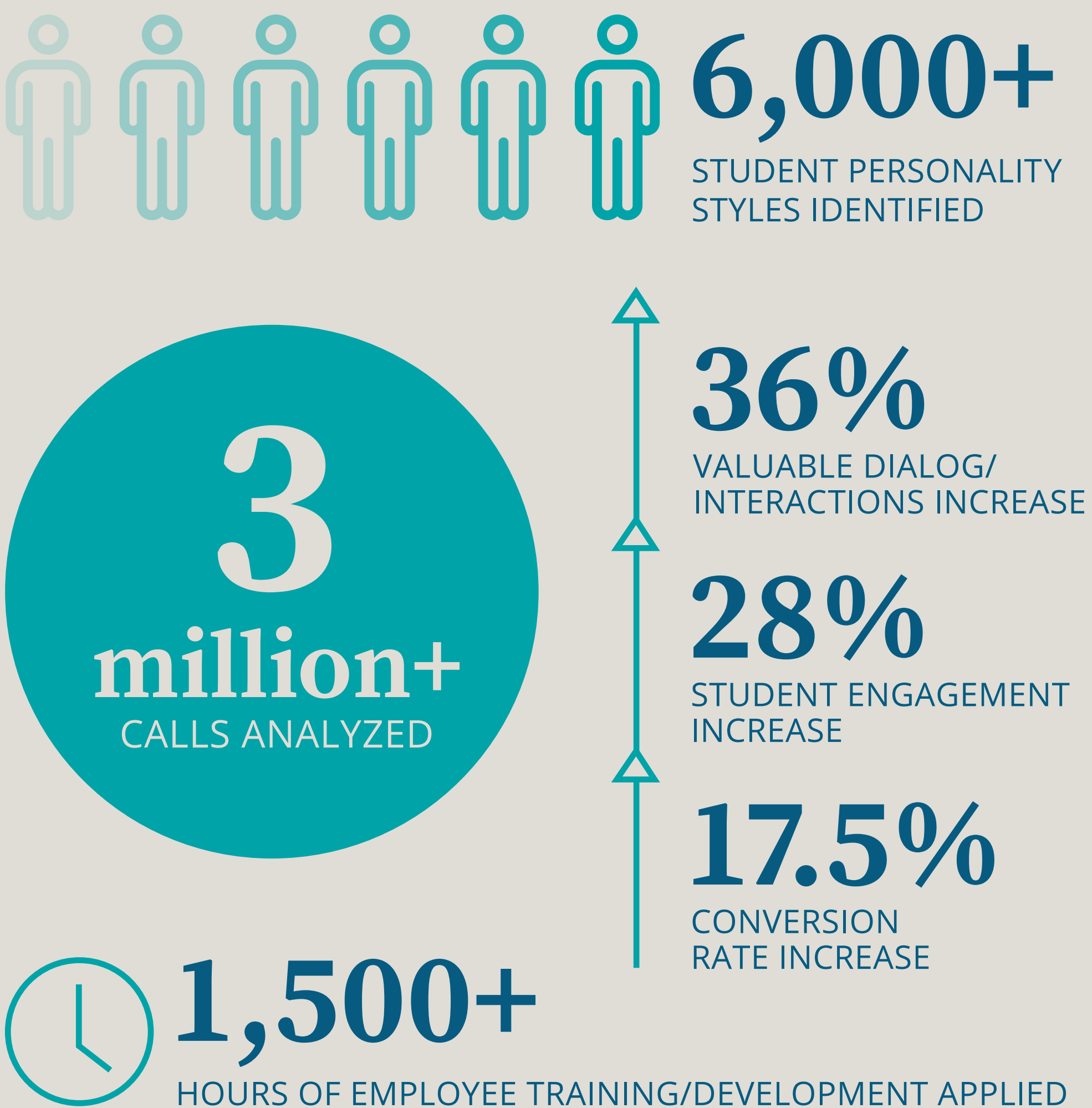
Captures data on every interaction to better understand student needs

## How Behavioral Analytics Work



## RESULTS

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



## 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 services we provide to our institutional partners.

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