LEEDS
BECKETT
UNIVERSITY

UK university partners with Sitecore to drive £17 million revenue target

Leeds Beckett University increases student engagement by up to 40% with inspiring website powered by Sitecore technology

Industry: Education • Founded: 1824 • Employees: 28,000 students, 2,800 staff
Headquarters: Leeds, Yorkshire, UK • leedsbeckett.ac.uk

"Five reasons why Leeds Beckett is a great place to study" is a blog by a final year student at Leeds Beckett University and is just one example of the rich, personal, and real-life content on the university's website. Leeds Beckett University is a leading institution in Yorkshire that differentiates its brand in the competitive education market. Recently, Leeds Beckett partnered with Sitecore to transform its website and improve the visitor experience. In turn, it has positioned itself as a digital innovator within higher education.

The Challenge

UK tertiary education has seen huge funding disruption with students expected to pay for education and living expenses through personal loans. Consequently, that makes them more selective about where they study. With 150 universities vying for the student pound and providing similar courses or alternatives like online and distance learning, universities must fight to attract students (and staff) and differentiate their learning and life experience. They also need to attract international students who bring in extra revenue.

Universities generally have vast amounts of information to present, leading to websites that are informational rather than inspirational. Leeds Beckett's website had over 35,000 pages built on a mix of different CMS platforms. Not only was Leeds Beckett presenting a strictly informational experience, but it also struggled to meet student demand for inspirational content that highlighted high-quality courses, interesting activities, and leisure experiences. Students born into a digital world expect information instantly and soon tire of slow, multi-click content.

The Sitecore Solution

To leverage Sitecore's most advanced customization and personalization features, Leeds Beckett upgraded from Sitecore Experience Platform v8 to XP v9.2. This was implemented by the university's content strategy team, Sitecore, and Sitecore's business partner Unrvld.

£17 million
Potential revenue increase

40%
Increase in student engagement

8,000%
Expected ROI

SITECORE®

> " Sitecore has delivered an intuitive digital experience tailored to individuals throughout the process rather than catering for all."

— **Dee Reid,** *Director of External Relations, Leeds Beckett University*

Sitecore XP provides a design system with 100+ flexible components, templates and a color management system for creating rich content pages, campaigns, and microsites. Templates reduce repetition and save time and money as departments don't have to build content pages from scratch. Lauren Gale, Content Designer, says, "Different departments at Leeds Beckett can quickly and easily spin up rich and relevant content for their audiences in a professional, organized way. For the university, it ensures brand and message consistency across a wide, diverse content portfolio."

The design framework creates clear visual differentiation between content and adapts depending on whether pages aim to promote, showcase, guide, convert, or inform. Options for light and dark backgrounds make content accessible for those with visual difficulties. Automatic optimization maintains strong Google rankings now and in the future. It is easier and 50% percent faster to create, reuse, and update content consistently and focus it on the student journey. Webpages have been cut by over 70% to around 10,000 without compromising content.

The Outcome

Leeds Beckett University has transformed its website into a dynamic, taxonomy-driven, and personalized hub of content that covers a broad audience. Students get a seamless, unified, and one-university experience wherever they are on site. Also, welfare and mental health content – important for students living away from home for the first time – can now be published and updated quickly and easily.

The digital solution is delivering some key results that show how technology increases revenue for the university. Compared to the previous year, call-to-action completions by undergraduates have increased by almost 23%, with the potential to increase revenue by £17 million. Post-graduate completions are up by 40%, leading to a £3.4 million in possible extra revenue and an overall ROI of over 8,000%. Since the new website launch, Sitecore has elevated the university's brand and helped deliver several improvements such as revenue increase, fast time to market, and simple personalization.

Learn more at Sitecore.com

Success Snapshot

- Sitecore® Experience Platform™ (XP v9.2)
- Sitecore® Experience Manager™ (XM)
- Sitecore® Experience Database™ (xDB)
- Sitecore Services
- Integrations include:
  - Social media: Instagram and Twitter
  - PRGloo communication management
  - JotForum online form builder
  - Google Maps
  - Unistats comparative university statistics
  - Courses feed
  - Funnelback search engine
- Increased undergraduate and post-graduate engagement
- Maintained interesting, dynamic content and brand consistency
- Enabled flexibility to serve multiple audiences
- Reduced number of website pages by over 70%

UNRVLD

Sitecore Platinum Implementation Partner

Unrvld pioneers digital excellence with leading brands for transformative business growth. It serves customers' incredible experiences that make their lives easier. It delivers unrivalled solutions so you can anticipate change, adapt at pace, and deliver at scale, using the company's core pillars of Experience, Technology and Performance. It has offices across the UK and in Europe.

unrvld.com