

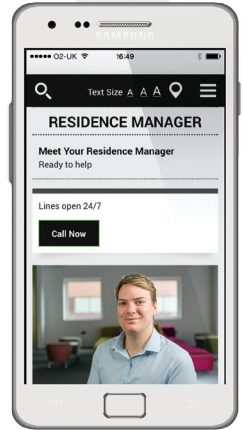
Student care with mobile web



Welcoming, well run accommodation is a major asset for your university. Our digital Toolkit supports student welfare and retention during the term. It also offers added value for summer hire clients.

Triggered by signage or print, the City-Insights user experience delivers multimedia to smartphones and tablets about the place where you're standing. It's great for demonstrating how things work, putting faces to names, answering common questions and guiding enquiries to the right person.

The Toolkit extends student care without committing extra resources. Content can easily be changed for non-student guests, from language schools to conferences. The Toolkit can also create a revenue stream by carrying local advertising.



1

Meet key staff with click-to-call contact



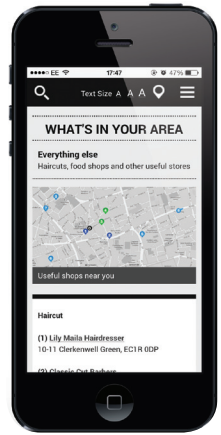
2

Help to understand appliances and systems



3

Own-language version for international students



4

Guide to local shops and services

Delivering the City-Insights Accommodation Digital Toolkit is easy to do in two stages.

1 Stage 1 - Setup

Client meeting followed by creation of framework for the information.

Typically covers:

- ▶ Understanding your accommodation types, student and other groups
- ▶ Setting key goals and outcomes
- ▶ Gathering information and existing multimedia assets
- ▶ Setting up URL and hosting
- ▶ Creating branded artwork templates for signage
- ▶ Building an empty Toolkit in your branding and colours

2 Stage 2 - Content Development

Site visit and liaison with client team to gather information for Accommodation Digital Toolkit. Typically covers:

- ▶ Agreeing on best information to help newly-arrived students
- ▶ Liaison with student representatives to gather recommendations
- ▶ Compiling standard answers to Frequently Asked Questions
- ▶ Setting up click-to-call numbers for key services and helplines
- ▶ Gathering, writing, editing, filming and recording of content often includes materials produced by the student body
- ▶ Upload all content to Platform
- ▶ Providing training and advice on adding and editing information over time



What this Toolkit does for you:

- ▶ Gives 24 hour presence without additional staffing
- ▶ Reduces print and distribution costs
- ▶ Provides an alternative to phone enquiries
- ▶ Builds student community and long-term retention
- ▶ Welcomes summer guests with customised content
- ▶ Reinforces fire, health and safety information
- ▶ Optimised for any smartphone, tablet or PC

For more information on the City-Insights Accommodation Digital Toolkit contact:

✉ mohammed@city-insights.com

☎ +44 (0) 207 232 4707

🌐 city-insights.com