

Tribal messaging document

Context: Following the messaging session, we have compiled a clear and engaging messaging document for Tribal's Higher Education business unit. This document maps out the overarching position for the company and sub-messages that are relevant to the identified key audiences for the business. This messaging will form the basis of the 'Top Watchers' media programme and subsequent media interviews.

Overarching campaign messaging:	Tribal – working as one			
Individual messaging pillars:	Our approach	Our people	Our products	Our business
	A partner to the Higher Education sector <i>Tribal partners with HEIs to help them manage their students every step of their journey</i>	Partnerships not just products <i>We understand what you need because we've been there ourselves</i>	Bespoke systems that meet your needs <i>Tribal offers a world of choice, creating proven and reliable systems that are specific to your institution's needs</i>	Leading the way <i>We are the leading provider of software systems and improvement solutions for the higher education sector</i>
Messaging detail	Tribal's MIS solutions provide support throughout the entire student journey – from the moment of application right through to graduation and becoming an alumnus.	We understand the business of education because our team is made up of industry experts who collectively have decades of experience in higher education organisations.	We recognise that every customer has different challenges, that's why we have developed our systems to be adaptable. This ensures we provide the bespoke solutions our clients need.	Tribal systems are used by 60% of the UK HE sector and we are rapidly expanding across Australia, New Zealand, Canada, South Africa and the USA.
	We help universities to gain a competitive advantage, providing them with the tools to not only improve but also review and evaluate their processes along the way.	We work with our customers to form strong partnerships that allow us to together develop solutions that meet your needs as they change and develop.	We provide a vast array of options that can be tailored to suit any HE organisation.	We have been supporting our customers for over 20 years, providing market leading solutions that help deliver better outcomes.
	Our approach helps institutions to ensure that they provide a positive student environment throughout their academic careers.	Our partnerships go beyond the initial installation. We are there every step of the way to help you and your staff make the most of your student management systems.	We build reliable and proven systems that continue to help our customers as their institutions develop.	We value the partnerships we have built over the years and believe these have been at the heart of our success.

1. Tribal partners with HEIs to help them manage their students every step of their journey

Tribal provides support throughout the entire student journey – from the moment of application right through to graduation and becoming an alumnus.

We help universities to gain a competitive advantage, providing them with the tools to not only improve but also evaluate their student management processes along the way.

Our approach helps institutions to ensure that they provide a positive student environment throughout their academic careers.

Proof points:

- Our expertise and products are focused on helping the HE sector to improve student recruitment, retention and the overall student experience. This combination of expertise and product solutions supports institutions to help overcome the challenges of the sector and gain a competitive edge
- Our benchmarking and analytics services help institutions to understand their operations and make improvements and enhancements
- Our Student Insight Solution helps universities to improve retention, increase student engagement and improve their overall experience
- The current Higher Education landscape means there is increasing pressure on universities to develop effective financial strategies. Our financial benchmarking services provide an accurate and independent assessment of an institution's financial performance, which can be used to inform investment decisions
- The University of London International Academy reduced the cost of processing direct applications by 40% and cut average application turnaround from 15 to 5 days.

2. We understand what you need because we've been there ourselves

We understand the business of education because our team is made up of industry experts who collectively have decades of experience in higher education organisations.

We work with our customers to form strong partnerships that allow us to together develop solutions that meet your needs as they change and develop.

Our partnerships go beyond the initial installation. We are there every step of the way to help you and your staff make the most of your student management systems.

Proof points:

- Our extensive experience of over 20 years, has helped us to develop long-lasting trusted and collaborative partnerships
- Our combined expertise of software development, change management and analytics means we deliver on-going support beyond the initial installation phase
- Our team of experts has extensive experience of helping institutions to redefine the way they work by analysing existing data, establishing bespoke systems that meet your specific needs and providing on-going support
- Every client receives dedicated support from a team of experts who work with you from the outset to establish the systems that will achieve your objectives. We will also provide support to help your employees understand the change and provide regular evaluations to ensure the right results are being delivered
- The background expertise of our staff means we are able to anticipate your needs and provide on-going counsel that goes beyond the initial installation. Purchasing our systems buys you a partnership.

3. Tribal offers a world of choice, creating proven and reliable solid systems that are specific to your institution's needs

We recognise that every customer has different challenges, that's why we have developed our systems to be adaptable. This ensures we provide the bespoke solutions our clients need

We provide a vast array of options that can be tailored to suit any HE organisation.

We build reliable and proven systems that continue to help our customers as their institutions develop.

Proof points:

- We provide management systems that support learners of all ages across the full range of education stages
- Our systems help to collect, collate, analyse and share information effectively. They provide functionality, using an intuitive and engaging user interface
- We have designed our systems to ensure that they not only work with each other but interface with a wide range of other applications from finance systems to learning management systems, to ensure a smooth application
- We provide a unique offer for our clients, which includes a comprehensive service with student management systems, financial benchmarking and understanding student satisfaction – allowing organisations to fully track and understand their performance
- Our financial benchmarking services are used across a range of different institutions and help provide an assessment of their current financial performance as well as support for modelling future financial plans
- We can provide support every step of the way, from complete student managements systems that track performance, virtual learning to graduate management, facilities and asset management or student satisfaction

4. We are the leading provider of software systems for the higher education sector

Tribal systems are used by 60% of the UK HE sector and we are rapidly expanding across Australia, New Zealand, Canada, South Africa and the USA.

We have been supporting our customers for over 20 years, providing market leading solutions that help deliver better outcomes.

We value the partnerships we have built over the years and believe these have been at the heart of our success.

Proof points:

- Over 1.5 million students around the world are accessing our integrated e:Vision web portal
- We are the market leading provider of Student Information Systems in the UK, working with over 60% of the Higher Education institutions in the UK
- Tribal is quickly becoming a global company with increasing dominance in the Australian market, as well as key partnerships in New Zealand, Canada, South Africa and the United States
- We have provided market-leading solutions for over 20 years
- We are a partner to some of the world's foremost institutions including the University of Oxford, University of Sydney, University of Warwick, University College London and University of British Columbia, among many others
- 45% of all UK universities use our benchmarking services
- We are supplier to the Government of New Zealand to benchmark all institutions providing tertiary education in New Zealand