



Cut through Clearing Chaos

How Marketing and Data teams use Twilio and Ciptex to turn Clearing into a competitive recruitment advantage

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One Platform. Global Reach. Trusted Engagement.

Empowering people to directly communicate with brands



Reliability at global scale



Branded, compliant engagement



Enhanced data security
and governance



Seamless user verification
and fraud detection

400K+

Customers

38B+

Voice calls

262B+

Messages
sent/received

2.4T+

Emails sent



Overview

Ciptex exists to solve communication challenges for businesses. We provide a scalable, agile platform that makes complex communication solutions simple, reliable, and impactful.

What we value >

Simplicity

85%

Increase in Call
Handling Capacity

100+

Employee Days Freed
up Per Year

Reliability

24/7

Support

95%

satisfaction rate

Impact

10x

More Connections with
Customers

100M+

Conversations

Trust

#1

Twilio Partner

30+

Awards won



Our Solutions

Our plugins and communication channels

30+ pre-built plugins that extend Twilio Flex without custom development - adding capability faster, at lower cost, and with less risk than building from scratch. Unique to Ciptex.

AI Automation

PCI Payments

CRM Integration

Real-Time Analytics

Omnichannel

Workflow Tools

Ciptex **AI**

Intelligent automation that handles routine queries, powers self-service flows, and surfaces real-time context to agents - reducing handle time and improving first-contact resolution.

Ciptex **Integrations**

Connects Twilio Flex to your existing systems - CRM, Dynamics, Segment, ERP - into a single unified platform so agents always have the full picture.

Ciptex **Pay**

PCI-compliant payment processing built directly into customer journeys. Customers complete transactions without ever leaving the interaction.

Ciptex **Insights**

Transforms contact centre data into clear, actionable reporting - performance trends, agent productivity, cost per contact, and customer satisfaction across all channels.

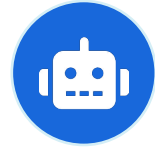


What We Can Provide



Student Enquiry & Admissions

RACE extends Twilio Flex across voice, chat, email & SMS from one agent desktop, built for clearing and enrolment spikes.



AI-Powered Self-Service

69.3% of routine queries - course info, fees, application status - handled automatically. Staff focus on complex support.



Multi-Campus Coordination

Admissions, finance, IT and welfare - fragmented contact points across campuses unified into one platform.



Student Welfare Routing

Ciptex Insights dashboards and escalation workflows ensure vulnerable students reach the right agent with full context.



CRM & Student System Integration

Ciptex Integrations connects Flex to existing student record platforms and CRM systems. Full context, no system switching.



Fee & Tuition Payment Handling

Ciptex Pay enables PCI-compliant tuition fees, accommodation deposits and course payments directly in-call. No friction.



Term-Time Workforce Management

Ciptex Insights gives operations managers real-time visibility over agent utilisation, wait times and resolution rates.

Industry Trends and Challenges

The stakes have never been higher

Financial pressure, the international drain, and fiercer competition collide during Clearing

£ 43%

of UK universities are forecasting a budget deficit for 2024-25.

Financial pressure

✈️ -6%

average fall in international postgraduate enrolments, with sponsored study visas dropping 19% since 2022.

The international student drain

⇌ 14,940

students switched course or university via Clearing in 2024 — up 9% on the year before.

A fight for the same students

Why Clearing **breaks down** with traditional recruitment marketing

1

Fragmented Data

2

Lack of personalised, timely
outreach

3

Contact centres under
siege

4

Rivals competing live for the
same students

The Clearing Disconnect: Does this sound familiar?

THE FRONT LINE

Marketing & Admissions

*"A student is on our site **right now**. Why are we still chasing static lead lists from yesterday just to find them?"*



THE ENGINE ROOM

Data & IT Strategy

*"Engagement data is pouring in from every channel. How do we **route it instantly** to the teams that need it?"*



Connected technologies for Clearing



Twilio Segment

Customer Data Platform

Unify every student signal — UCAS, CRM, web, school, call notes — into one real-time profile.



Twilio SendGrid

Email API & AI

Trigger personalised, deliverable, AI-assisted outreach the instant a profile updates.



Twilio Flex

Contact Centre

Convert the conversation with full context and AI-suggested next steps for every advisor.



The result: a single, living Unified Student Profile — shared across Marketing, Admissions, and the Clearing hotline

Demo

How We Support Our Customer

Student Enquiry & Admissions

CRM & Student System Integration

AI-Powered Self-Service

Fee & Tuition Payment Handling

Multi-Campus Coordination

Term-Time Workforce Management

Student Welfare Routing

Guest speaker

University of York's digital journey through
Clearing



Neil Muir

*Head of Audio Visual
Unified Communications
and Digital Workplace,
University of York*



UNIVERSITY
of York









What is one piece of advice
you'd give to universities looking
to **improve outreach and
student engagement during
Clearing?**

TAKEAWAY

One connected platform to
power an **exceptional**
Clearing experience

Let's build your
Clearing-ready
technology

Talk to Twilio and Ciptex
about Segment,
SendGrid, and Flex for
your institution.

Come by our booth to
meet the team!

twilio.com/solutions/education



Thank you



*Please share your
feedback*