

CODE STUDENT ACCOMMODATION

BEST STUDENT PRIVATE HALLS PROVIDER IN THE UK



INDUSTRY: STUDENT HOUSING

USING TOURDASH SINCE: APRIL 2014

CODE STUDENT ACCOMMODATION IS MORE THAN JUST A STUDENT LANDLORD. THEY ARE A CREATIVE, FORWARD-THINKING COMPANY THAT IS PASSIONATE ABOUT THE CARE OF OUR TENANTS AND DRIVEN TO BECOME THE PREMIER PROVIDER OF STUDENT ACCOMMODATION IN THE UK RECENTLY RECOGNISED BY BEING AWARDED THE NATIONAL STUDENT HOUSING SURVEY BEST PRIVATE HALLS PROVIDER 2013. IT IS THE CODE BELIEF THAT AS TODAY'S STUDENTS ARE INVESTING SO MUCH IN THEIR EDUCATION AND THEIR FUTURE, THEY DESERVE A TOP-CLASS EXPERIENCE TO GO WITH IT.

THE OPPORTUNITY

In the highly competitive student accommodation marketplace where there is a vast range of differing quality TourDash enables CODE to showcase and differentiate it's accommodation

proposition giving prospective students from all over the UK & Overseas the confidence to book remotely for what is a very big decision.

TourDash has already been proven to work as a lead generation tool providing valuable incremental click through from both email & SMS marketing and has instantly made the website more engaging driving up the average visit time whilst significantly enriching the content. The excellent

navigation and information buttons has allowed prospective students to focus on what is most important to them and combining this with CODEs Chat function has allowed CODE to quickly demonstrate the quality of their offering.

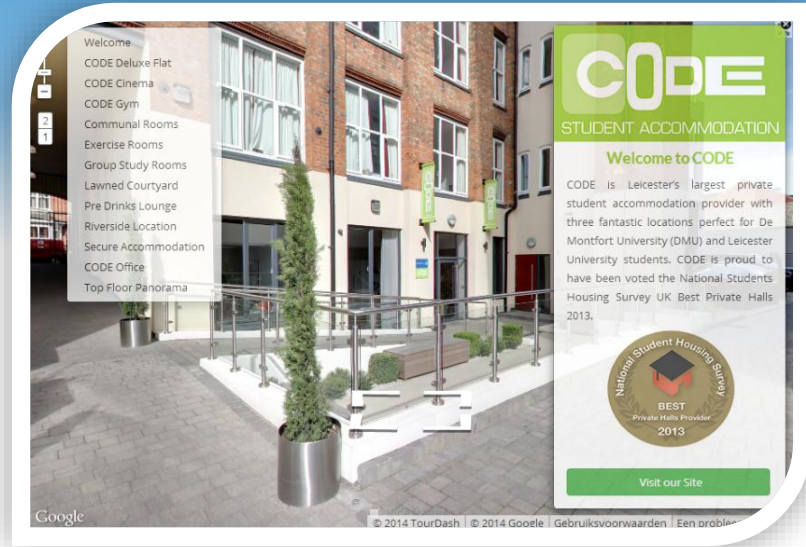
THE EXPERIENCE

"TourDash is simple to use and was very easy to integrate within our website. It offers a variety of solutions for us to 'brand' the tour." (Sanjay Chauhan)

CODE would strongly recommend TourDash to other business's to initially help drive response and then immediately build confidence in the brand improving

"TourDash makes your virtual tour visit very engaging and this TourDash experience is an essential part of our online strategy."

Steve Stroud
Head of Sales & Marketing
CODE Student Accommodation



conversion especially where remote booking is critical. In the sector CODE is operating in, TourDash currently gives CODEs business competitive advantage but soon it will be seen as essential for business with nothing to hide!

IN PRACTICE

TourDash has proven to be a real destination on CODEs website giving CODE the confidence to give it even greater prominence in the future. The students already have commented on how this feature has enabled them to picture themselves living at CODE and furthermore they have been able to very quickly share this with their parents making the whole decision making process so much quicker. It has been particularly beneficial for International students, parents and agencies as such detailed Tour quickly gets over any language barrier as to what is on offer.

"TourDash is providing rich content that will be revisited by the student on many occasions."

Steve Stroud
Head of Sales & Marketing
CODE Student Accommodation