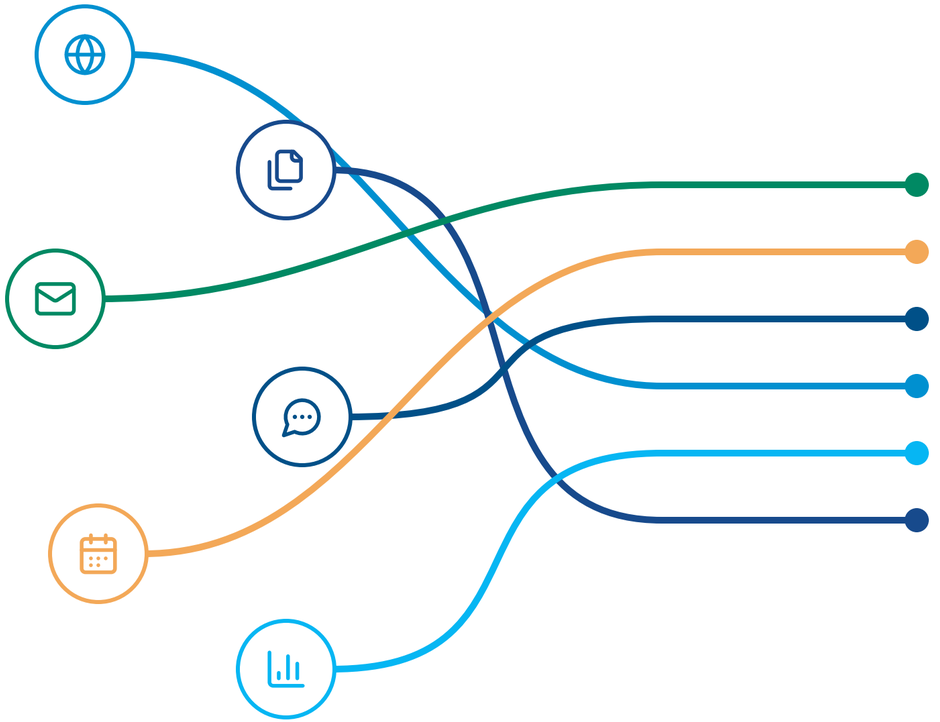
# **Intelligent Counselling Workflows:** Bringing technology, insight, and AI to support career and university guidance



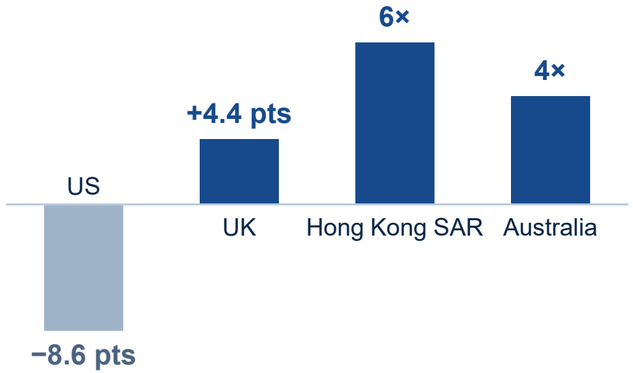
OPENING CONTEXT

# The student journey is becoming increasingly complex.

**Today, a student faces a career maze, not a path. More options. More countries. More decisions.**

### DESTINATION SHIFT

Change in applications, 2020-21 to 2025-26




**Students are now exploring more destinations beyond the US.**

### DESTINATIONS PER STUDENT

**+71%**

**Rise in students applying to 2+ countries**

| | |
|---|---|
| 2020-21 | 1 in 6 |
| Today | nearly 1 in 3 |

**More students are now applying across borders.**

### APPLICATIONS PER STUDENT

**8.8**

**Average applications per student in 2025-26**




**Nearly 4 in 10 students now submit 10 or more applications.**

**For counsellors:** more systems to navigate, more deadlines and documents per student, and more applications to track.

## The complexity associated with student applications is increasing.

Data from schools on Cialfo, 2020-21 vs 2025-26. Destination bars show direction, not scale.

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OPENING CONTEXT

# The counsellor's workload has increased significantly.




**Multiply the maze by an entire caseload.**

Guiding every decision, while managing information, documents, deadlines, and reports
– All within the same counselling hours.

**What can be organised, supported, or accelerated while keeping the counsellor at the centre?**

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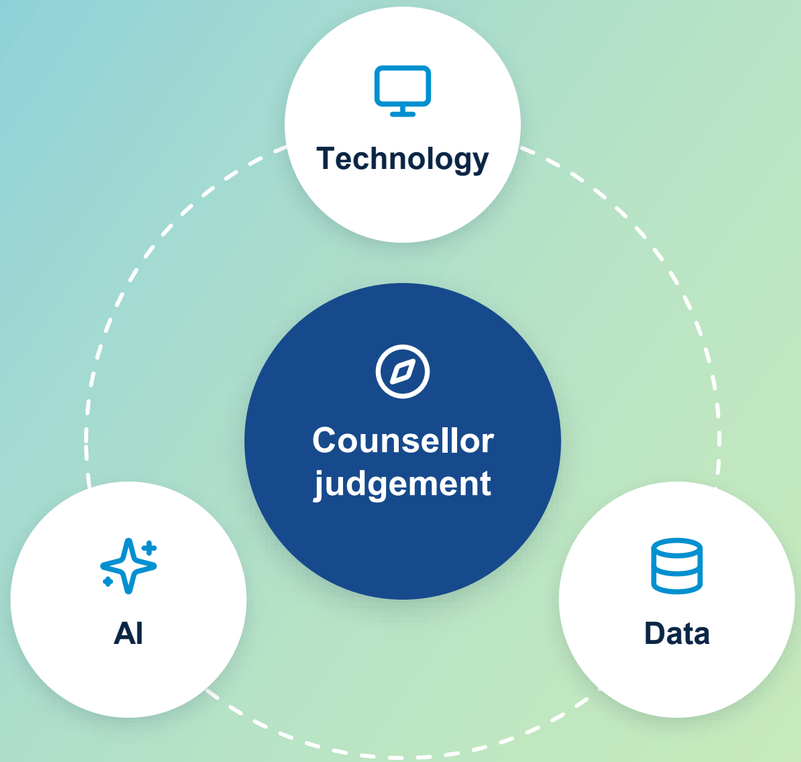
OPENING CONTEXT

# Counsellors guide the way. Intelligent solutions map the maze.

**There’s a clearer way through to the outcomes that matter.**

THE CORE QUESTION

## How can counselling teams use technology, insights, and AI to reduce administrative workload while keeping their approach and judgement at the centre?




**Counsellor judgment is still the core.** The goal is to return more time to guidance.

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SCENARIO 1 · INFORMATION OVERLOAD

# Too many destinations. Too little clarity.

## Meet Meera.

Meera is a counsellor at an international school in India.

Her Grade 12 students are considering the **US, the UK, Germany, the Netherlands, Singapore, France and the UAE.**

They read blogs, watch videos, use AI tools, and speak to family members. There is no shortage of information.

**Amidst the information overload, they struggle to find what's credible and relevant to them.**




DISCUSSION QUESTION

**How can Meera move students through the multitude of options to clear and informed decisions?**

TAKEAWAY

**Purpose-built, intelligent counselling platforms surface personalised insights, so counsellors like Meera can help students organise, interpret, and sharpen their choices.**

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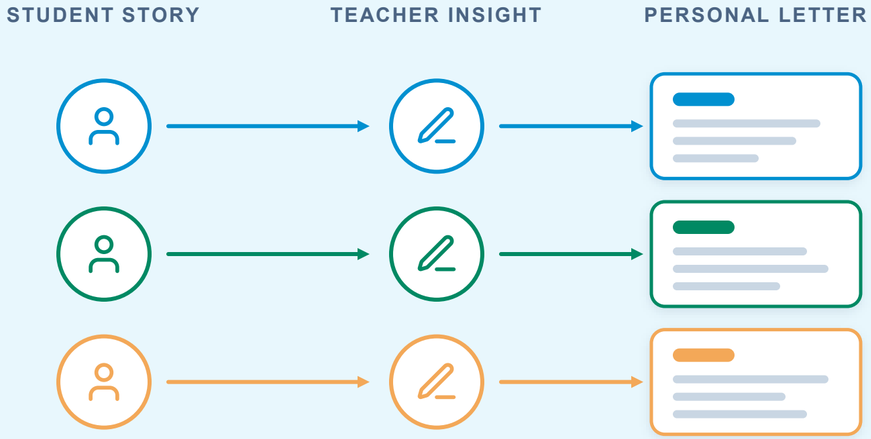
SCENARIO 2 · RECOMMENDATION LETTERS

# Too many recommendations. Too little time.

## Application season just got busier for Meera.

Every student has a different story, and every teacher brings a different perspective. She's following up on recommendation letters for several students while ensuring they come out authentic, compelling – *and they reach her on time!*

**The challenge is instituting an efficient process without making the letters feel standardised.**




DISCUSSION QUESTION

**How can Meera support teachers while keeping every recommendation personal and authentic?**

TAKEAWAY

**AI can support the process. Teacher insights, authenticity, and student context stay human.**

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SCENARIO 3 · APPLICATION WORKLOAD

# Too many applications. And no room for error.

## It's peak application season.

Meera is managing applications, checking documents, following up with students, responding to parents, and keeping a tab on several deadlines approach at once.

Then come the last-minute submissions.

**The more time she spends tracking the process, the less time she has for the student conversations where her judgement is critical.**

- Managing applications
- Checking documents
- Following up with students
- Responding to parents
- Several deadlines approaching at once
- Last-minute submissions

DISCUSSION QUESTION

**What could Meera organise or automate without losing the personal side of counselling?**

TAKEAWAY

**Routine work can be organised. A counsellor's attention should be focused on where context and human judgment are most critical.**

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SCENARIO 4 · DATA AND REPORTING

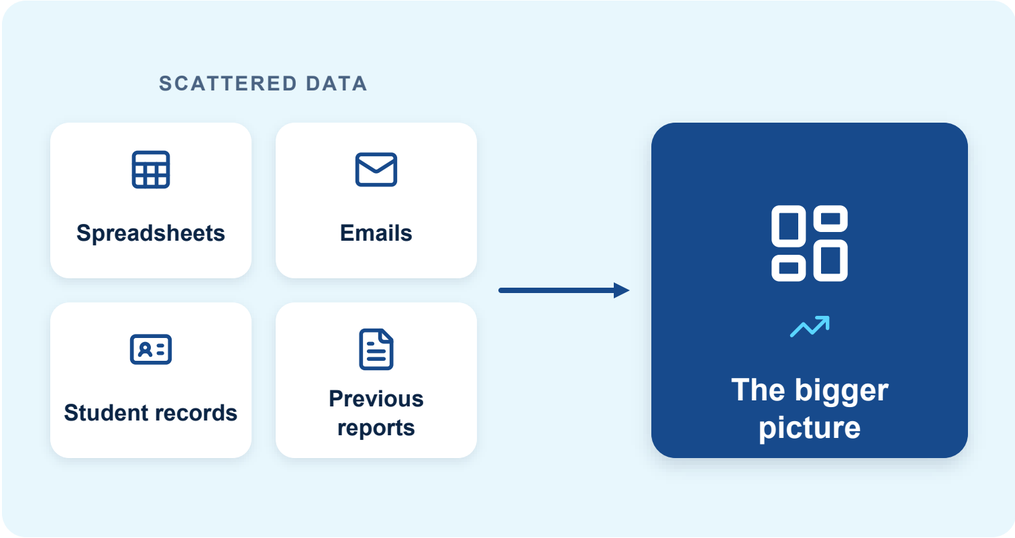
# Too much data. Not enough insight.

Meera's Head of School wants to know:

- **Which universities the students applied to**
- **What courses they were interested in**
- **Which destinations were more popular than others**
- **What changed over the last few years**

**Meera has the information,** but it sits across spreadsheets, emails, student records, and previous reports.

**Collecting more data is not the answer.**




DISCUSSION QUESTION

**How can Meera build the report without spending days putting it together one piece at a time?**

TAKEAWAY

**Intelligent counselling platforms can bring scattered data together. Counsellors can turn it into a compelling report that the school can act on.**

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GROUP DISCUSSION

# Now, what would you change first?

**Across Meera's day, she is managing:**

- More information
- More destinations
- More applications
- More reporting

**Her counselling and conversations are also her priority.**

**If one part of her workflow could become smarter tomorrow, where would you start?**

GROUP TASK

Choose one scenario:

1 Destination and career options

2 Recommendation letters

3 Application workload

4 Data and reporting

- What would you organise?
- What would you automate?
- What would you always keep counsellor-led?

**Not everything should be automated. But not everything needs to be manual.**

CLOSING

# Intelligent counselling solutions don't remove Meera from the process. They help her organise counselling around it.

### BEFORE USING TECHNOLOGY PLATFORMS

**Meera is managing everything across different places.**

- Student information spread across spreadsheets, emails and documents
- Deadlines tracked manually
- Frequent follow-ups with students and parents
- Recommendation letters coordinated across multiple conversations
- Application progress checked one student at a time
- Reports built by consolidating information manually
- Significant time spent finding, checking and organising information

**Result:** Hours and days going into managing the process, leaving little time for student conversations.

### AFTER USING TECHNOLOGY PLATFORMS

**The responsibilities remain, but the workflow become efficient.**

- ✓ Student information consolidated in one place
- ✓ Deadlines and progress easier to track
- ✓ Routine reminders and follow-ups supported by automation
- ✓ Recommendation workflows easier to coordinate
- ✓ Application status easier to monitor
- ✓ Data and reports brought together faster
- ✓ AI can help surface information, summarise and support routine tasks

**Result:** Fewer hours spent managing information, and more time spent on guiding, helping, and nurturing students.

**Technology, insights, and AI strengthen Meera's counselling workload by automating what's manual and repetitive and clearing time for her conversations and guidance.**

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