

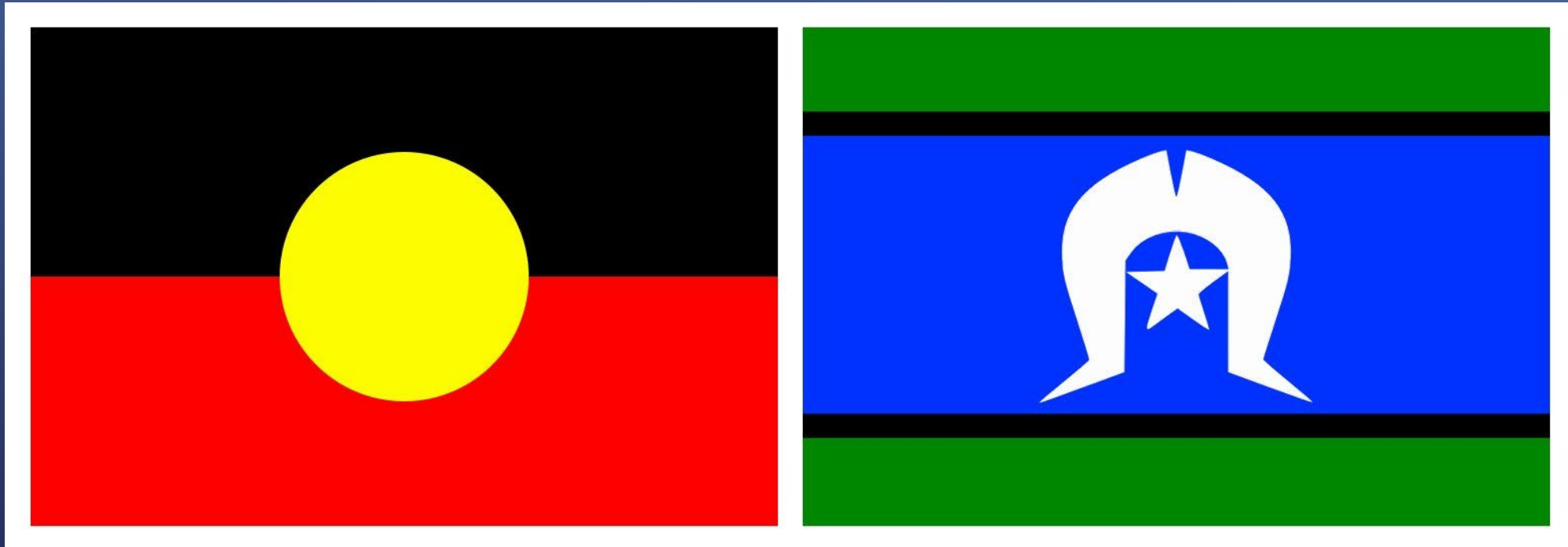
HARNESSING BEHAVIOURAL ECONOMICS:

**LEVERAGING INSIGHTS TO MAXIMISE
ENGAGEMENT AND EFFECTIVENESS**

Kai Rottmann

Director Education and Services,
Australian Skills Quality Authority (ASQA)

ACKNOWLEDGMENT OF COUNTRY



ABOUT ME



- ▶ I have 2 kids
- ▶ I love great food
- ▶ I try to play a lot of sport
- ▶ I have been in public service for over 20 years
- ▶ I have qualifications in Behavioural Science and Human Centred Design

BEHAVIOURAL ECONOMICS

In most everyday activities, consider:

- ▶ why we consume goods and services the way we do
- ▶ why we make certain choices about ourselves or others
- ▶ how we decide courses of action

It is an incredible lens that exposes our inner biases and approaches to decision-making





BUY ONE

Including **NEW** Super Premium Range

GET ONE

FREE*

Buy 1 Large Super Premium, Premium or Traditional Pizza & Get 1 Large Traditional or Value Pizza Free*

This advertisement features two pizzas on a dark surface. The text is arranged vertically on the left side, with 'BUY ONE' in large yellow and white letters, 'GET ONE' in yellow and white, and 'FREE*' in large yellow letters. A circular badge in the top right corner says 'Including NEW Super Premium Range'. At the bottom, a line of text explains the offer: 'Buy 1 Large Super Premium, Premium or Traditional Pizza & Get 1 Large Traditional or Value Pizza Free*'. There are also some faint white lines in the bottom left corner of the overall image.



BLACK FRIDAY EVENT

UP TO 50% OFF

ED

LAST

This advertisement is a bright yellow circular graphic. The text 'BLACK FRIDAY EVENT' is written in large, bold, black letters across the top. Below it, 'UP TO 50% OFF' is written in the same style. The word 'ED' is visible in the top right corner, and 'LAST' is in the bottom right corner.





amazon
Try Prime

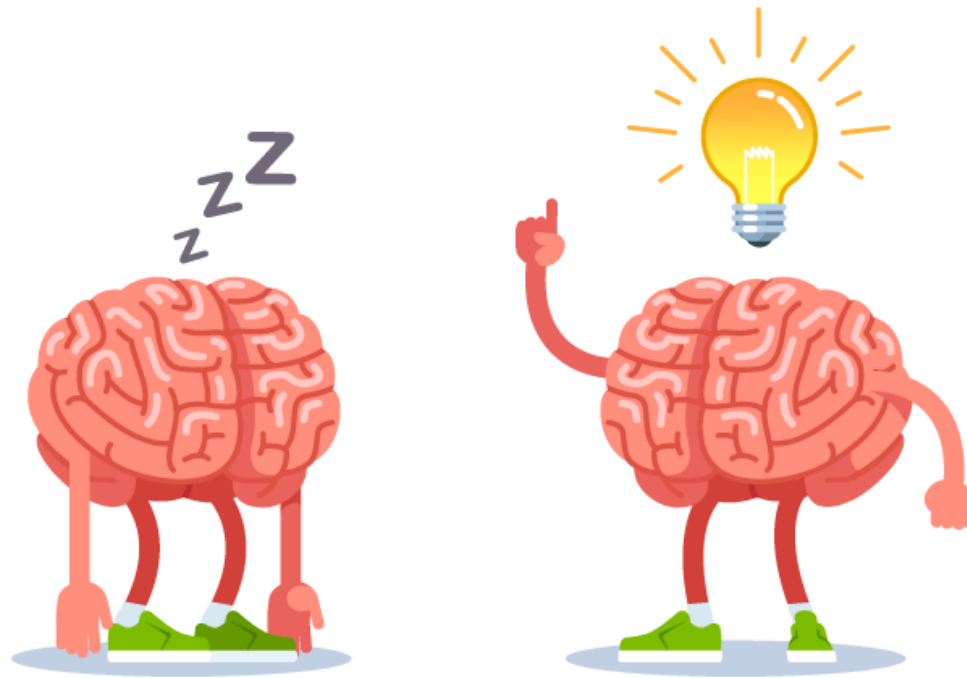
\$10.00
+ \$2.39 shipping



\$12.39
& FREE Shipping



CONSIDER HOW BEHAVIOURAL ECONOMICS APPLIES TO YOUR WORKPLACE



WHAT IS BEHAVIOURAL ECONOMICS ?

Behavioural Economics aims to improve people's behaviours on the principle that people are rational, make decisions based on self-interest and will change their thoughts and beliefs based on new information.

The 4Ds:

A framework for managing behavioural insights project

- ▶ **Discover:** Define the problem and develop a behavioural problem statement
- ▶ **Diagnose:** Understand current behaviour and develop an assumption of behaviour change
- ▶ **Design:** Design an intervention to address the behavioural problem
- ▶ **Deliver:** Implement intervention and evaluate results



WHAT IS BEHAVIOURAL ECONOMICS ?

If you want to encourage a behaviour, incorporate 4 principles for applying behavioural economics into your strategy...make it **e**asy, **a**tttractive, **s**ocial and **t**imely (EAST).

Make it easy

- Make the pre-set option the default to make it more likely to be adopted
- Reduce the 'hassle factor' (little effort required) to increase the uptake or response rates
- Make the message simple and clear as this significantly increases response rates

Make it attractive

- Attract attention by including images, colour or personalisation
- Financial incentives are often highly effective

Make it social

- Show that most people perform the desired behaviour
- Use the power of networks and associations with others to influence behaviour
- Encourage people to make a commitment to others

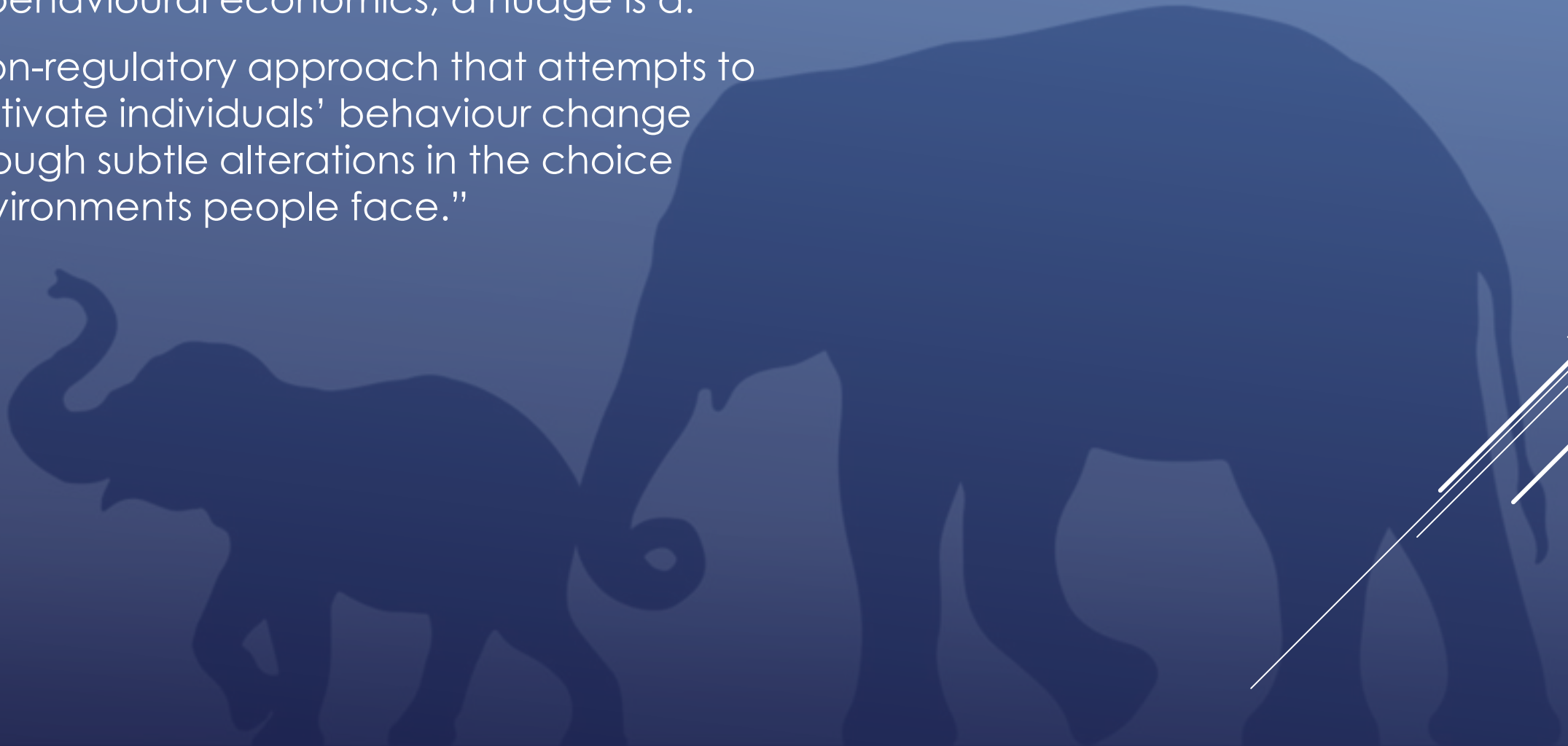
Make it timely

- Prompt people when they are likely to be most receptive
- Prompt people to consider the immediate costs and benefits
- Prompt people to identify the barriers to action and develop a specific plan to address them

WHAT IS A NUDGE?

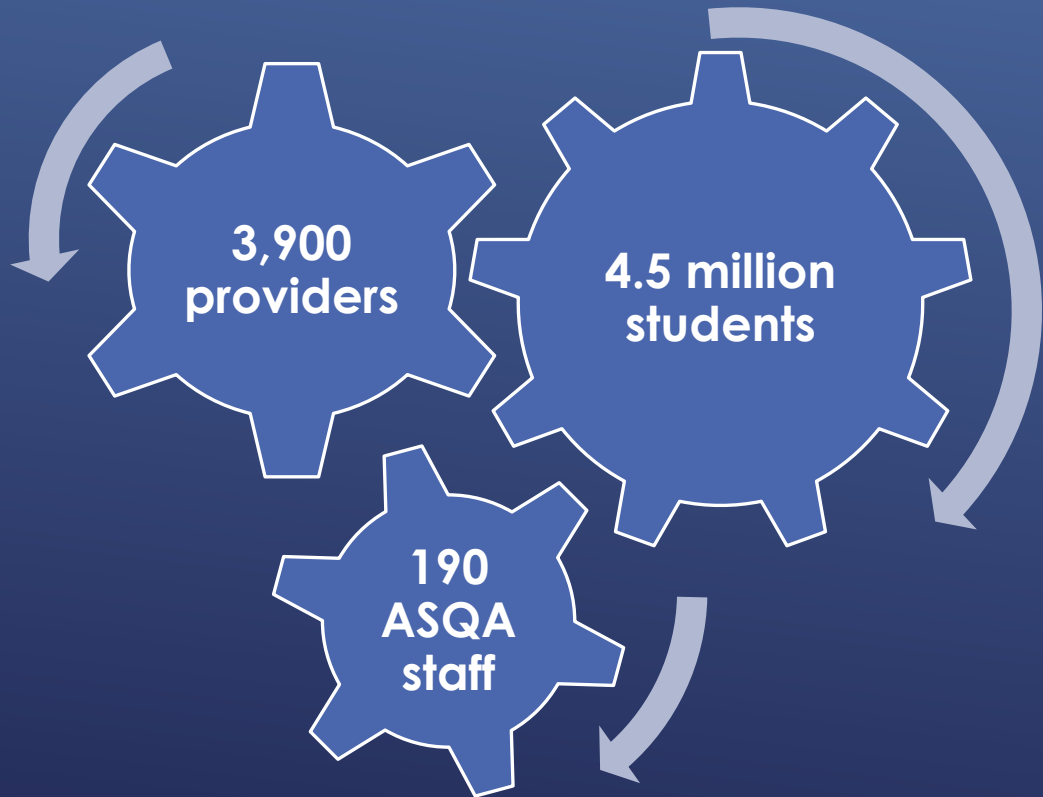
In behavioural economics, a nudge is a:

“non-regulatory approach that attempts to motivate individuals’ behaviour change through subtle alterations in the choice environments people face.”



ASQA

- ▶ Vocational education and training




- ▶ A real need to maximise resources, using insights to create efficiencies

- ▶ My team Education and Services is responsible for:
 - ▶ External website education
 - ▶ Managing contact centre
 - ▶ Stakeholder engagement
 - ▶ Communications including newsletters, social media content and managing Behavioural Insights

WHAT WAS THE PROBLEM?

- ▶ Providers offering courses to international students must report variations to student courses on a management system
- ▶ Providers were breaching these reporting requirements

WHAT MOTIVATED THIS BEHAVIOUR?

- ▶ Financial incentives from opportunistic providers who intentionally do not report data
 - ▶ Mistaken belief that ASQA does not review providers' reporting practices
 - ▶ Providers lacking capability
 - ▶ Poor administration and governance processes
- 

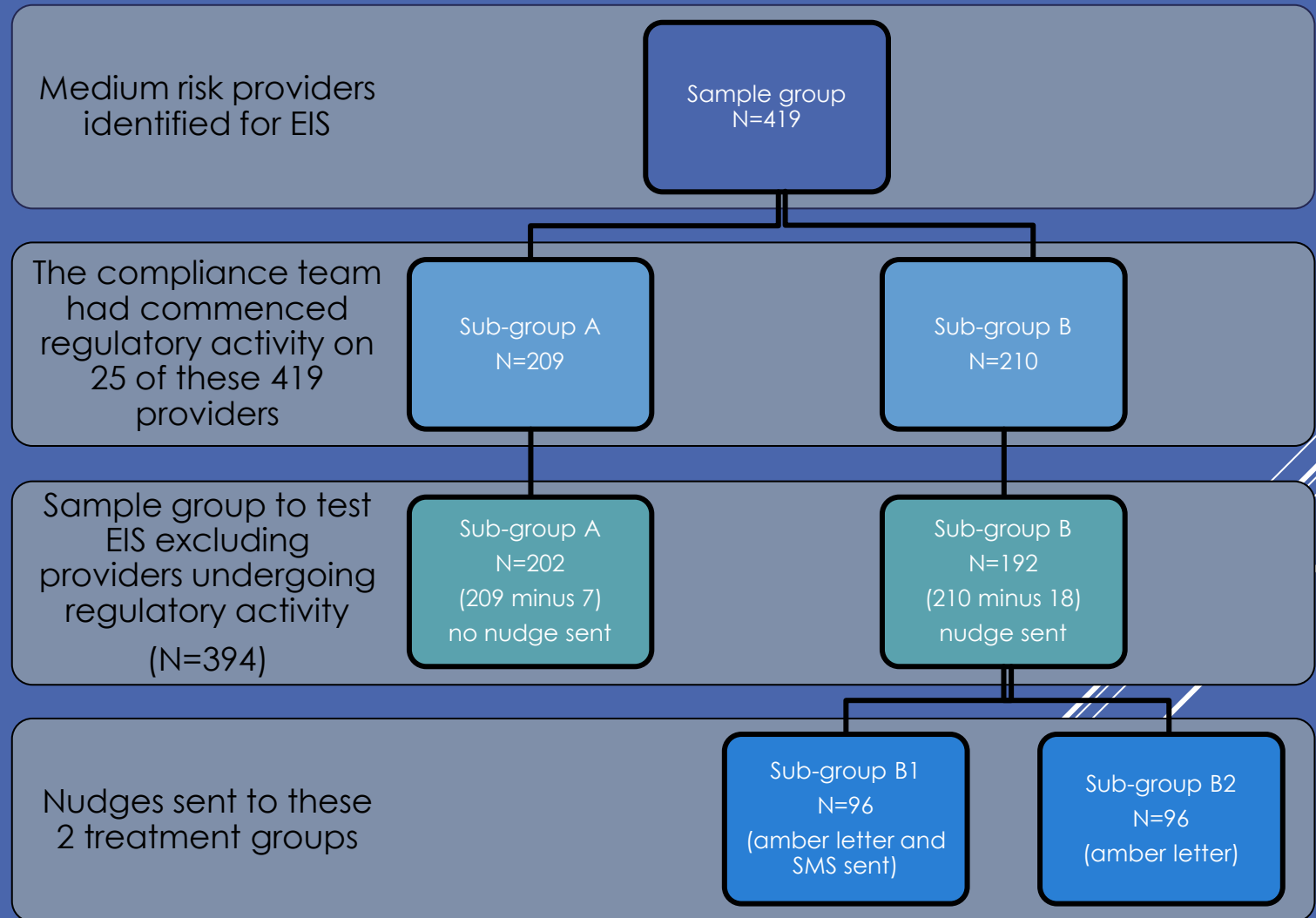
WHAT WE DISCOVERED

- ▶ Confirmations of enrolment (CoEs) provide proof of an international student's enrolment in an educational institution
- ▶ We collated data from various data sets to identify breaches relating to CoEs
- ▶ The breaches include:
 - ▶ Late reporting of CoEs (up to 6 months)
 - ▶ Late reporting of CoEs (more than 6 months)
 - ▶ Reporting CoEs which are backdated
 - ▶ Reporting CoEs which exceed course costs
 - ▶ Reporting CoEs which exceed course durations

Late SCV 6	Late SCV	CoEs Backdated	Exceed Course Cost	Exceed Course Duration	Total Provider Rating
27	18	24	21	16	High
27	24	32	21	24	High
27	18	32	21	24	High
45	24	24	5	24	High
27	18	24	0	16	High
27	24	24	21	0	High
27	18	24	0	16	High
27	18	32	0	16	High
27	18	24	7	16	High
27	24	8	21	16	High
27	24	40	0	16	High
36	18	32	0	16	High
0	24	24	35	40	High
36	30	0	35	16	High
45	0	24	35	40	High
36	18	8	35	40	High
36	12	24	21	24	High
36	12	24	21	16	High
0	18	24	35	24	High
27	12	24	35	16	High
27	18	8	21	16	High

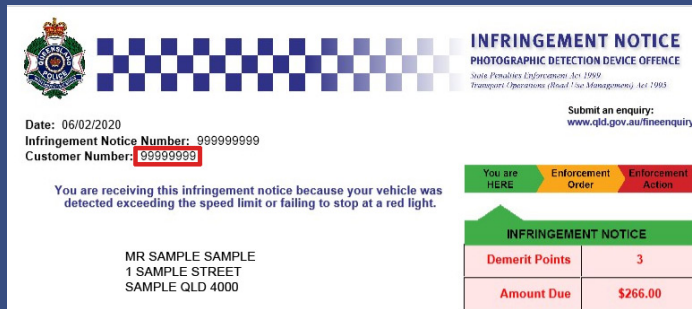
WHAT WE DESIGNED

- ▶ Selected a sample group of 394 providers
- ▶ Sample group was divided into 3 sub-groups consisting of one 'control' group and two 'treatment' groups
- ▶ **Subgroup - A** did not receive any correspondence from US
- ▶ **Subgroup - B1** received an 'amber' warning letter via email, plus a reminder SMS
- ▶ **Subgroup - B2** received an 'amber' warning letter via email



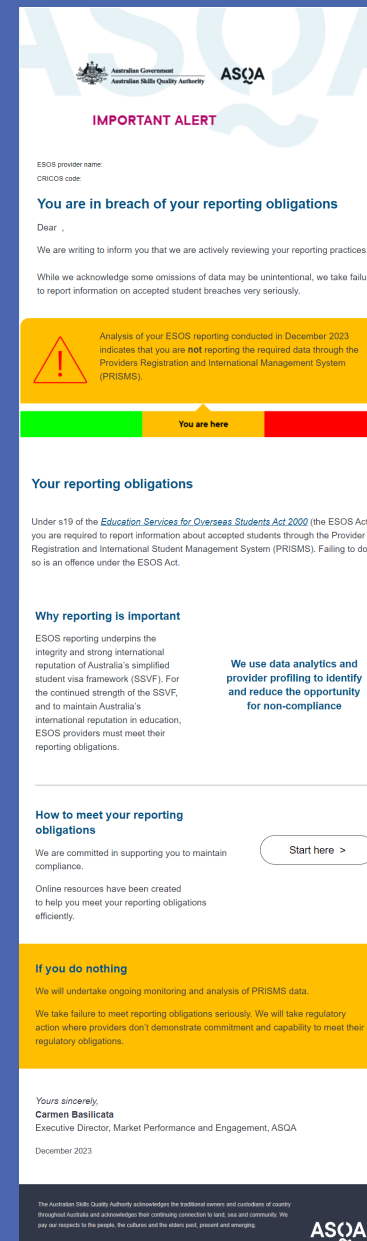
WHAT WE IMPLEMENTED

3 letters based on Speeding Fine Infringement Notice:

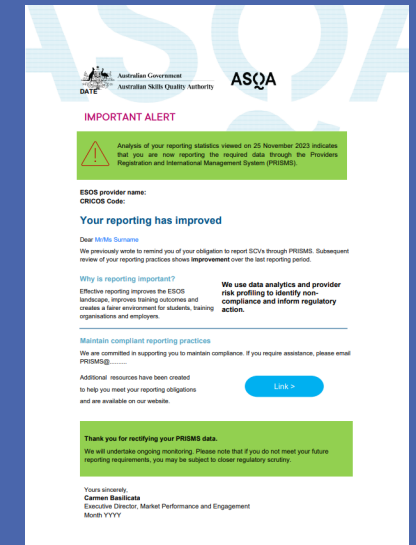


AND
Nudge SMS:

Dear ..., please refer to our recent email to ensure you report and update your PRISMS data accurately. ASQA




Amber letter – Initial letter



Green or red letter – Following review of data (3 months later)

LETTERS

Amber letter



Australian Government
Australian Skills Quality Authority

IMPORTANT ALERT


ESOS provider name:
CRICOS code:

You are in breach of your reporting obligations

Dear ,

We are writing to inform you that we are actively reviewing your reporting practices.

While we acknowledge some omissions of data may be unintentional, we take failure to report information on accepted student breaches very seriously.



Analysis of your ESOS reporting conducted in December 2023 indicates that you are **not** reporting the required data through the Providers Registration and International Management System (PRISMS).

You are here

Your reporting obligations

Under s19 of the [Education Services for Overseas Students Act 2000](#) (the ESOS Act) you are required to report information about accepted students through the Provider Registration and International Student Management System (PRISMS). Failing to do so is an offence under the ESOS Act.

Why reporting is important

ESOS reporting underpins the integrity and strong international reputation of Australia's simplified student visa framework (SSVF). For the continued strength of the SSVF, and to maintain Australia's international reputation in education, ESOS providers must meet their reporting obligations.

We use data analytics and provider profiling to identify and reduce the opportunity for non-compliance

How to meet your reporting obligations

We are committed in supporting you to maintain compliance.

Online resources have been created to help you meet your reporting obligations efficiently.

[Start here >](#)

If you do nothing


We will undertake ongoing monitoring and analysis of PRISMS data.

We take failure to meet reporting obligations seriously. We will take regulatory action where providers don't demonstrate commitment and capability to meet their regulatory obligations.

Yours sincerely,
Carmen Basilicata
Executive Director, Market Performance and Engagement, ASQA

December 2023

The Australian Skills Quality Authority acknowledges the traditional owners and custodians of country throughout Australia and acknowledges their continuing connection to land, sea and community. We pay our respects to the people, the cultures and the elders past, present and emerging.



LETTERS

Amber
letter

Bold and large
fonts

Present bias
– explaining
the long-
term
implications
of behaviour

Use of
coloured
boxes and
surveillance
of past
actions

Messenger
effect

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ASQA

Links to
resources
simplifies
messaging

Use of
framing (as
a loss) and
commitment
devices
(putting
something
on the line)

The screenshot shows an email from ASQA (Australian Skills Quality Authority) to an ESOS provider. The header includes the Australian Government and ASQA logos. The subject is 'IMPORTANT ALERT'. The body text states that the provider is in breach of reporting obligations. A yellow box with a warning icon contains a message about a December 2023 analysis. Below this is a progress bar with three segments: green, yellow (labeled 'You are here'), and red. The letter continues with 'Your reporting obligations' and a signature from Carmen Basilicata, Executive Director of ASQA. The footer contains a disclaimer and the ASQA logo.

Australian Government
Australian Skills Quality Authority

ASQA

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You are here

Your reporting obligations

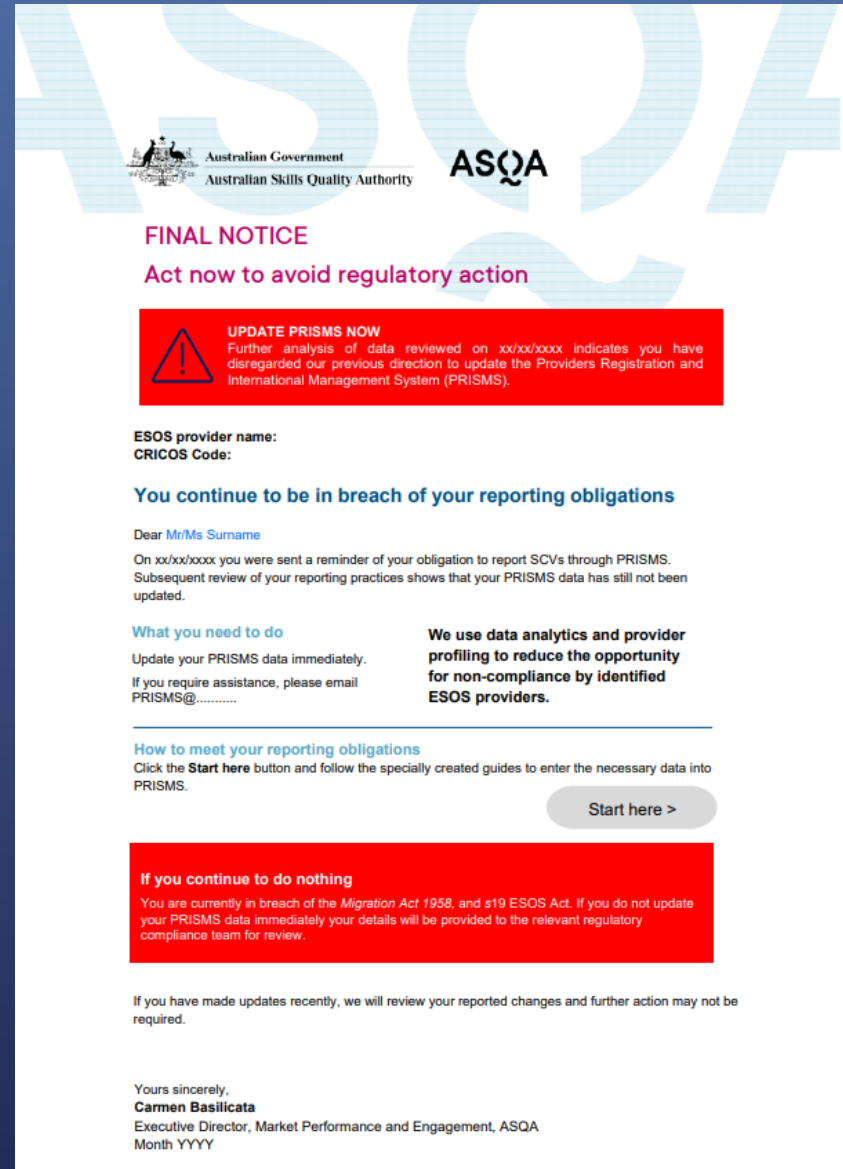
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The Australian Skills Quality Authority acknowledges the traditional owners and custodians of country throughout Australia and acknowledges their continuing connection to land, sea and community. We pay our respects to the people, the cultures and the elders past, present and emerging.


ASQA

LETTERS

Red letter



The image shows a final notice letter from the Australian Skills Quality Authority (ASQA). The letter is titled "FINAL NOTICE" and "Act now to avoid regulatory action". It features a red warning box with a triangle icon and the text "UPDATE PRISMS NOW". The letter is addressed to an ESOS provider and states that the provider is in breach of reporting obligations. It includes a "Start here >" button and a red box with the text "If you continue to do nothing". The letter is signed by Carmen Basilicata, Executive Director, Market Performance and Engagement, ASQA.

 Australian Government
Australian Skills Quality Authority

ASQA

FINAL NOTICE

Act now to avoid regulatory action

**UPDATE PRISMS NOW**

Further analysis of data reviewed on xx/xx/xxxx indicates you have disregarded our previous direction to update the Providers Registration and International Management System (PRISMS).

ESOS provider name:
CRICOS Code:

You continue to be in breach of your reporting obligations

Dear [Mr/Ms Surname](#)

On xx/xx/xxxx you were sent a reminder of your obligation to report SCVs through PRISMS. Subsequent review of your reporting practices shows that your PRISMS data has still not been updated.

What you need to do <p>Update your PRISMS data immediately. If you require assistance, please email PRISMS@.....</p>	We use data analytics and provider profiling to reduce the opportunity for non-compliance by identified ESOS providers.
---	--

How to meet your reporting obligations

Click the **Start here** button and follow the specially created guides to enter the necessary data into PRISMS.

[Start here >](#)

If you continue to do nothing


You are currently in breach of the *Migration Act 1958*, and s19 ESOS Act. If you do not update your PRISMS data immediately your details will be provided to the relevant regulatory compliance team for review.

If you have made updates recently, we will review your reported changes and further action may not be required.

Yours sincerely,
Carmen Basilicata
Executive Director, Market Performance and Engagement, ASQA
Month YYYY

LETTERS


Green letter

 Australian Government
Australian Skills Quality Authority

ASQA

DATE

IMPORTANT ALERT

 Analysis of your reporting statistics viewed on 25 November 2023 indicates that you are now reporting the required data through the Providers Registration and International Management System (PRISMS).

ESOS provider name:
CRICOS Code:

Your reporting has improved

Dear [Mr/Ms Surname](#)

We previously wrote to remind you of your obligation to report SCVs through PRISMS. Subsequent review of your reporting practices shows **improvement** over the last reporting period.

Why is reporting important?

Effective reporting improves the ESOS landscape, improves training outcomes and creates a fairer environment for students, training organisations and employers.

We use data analytics and provider risk profiling to identify non-compliance and inform regulatory action.

Maintain compliant reporting practices

We are committed in supporting you to maintain compliance. If you require assistance, please email PRISMS@.....

Additional resources have been created to help you meet your reporting obligations and are available on our website.

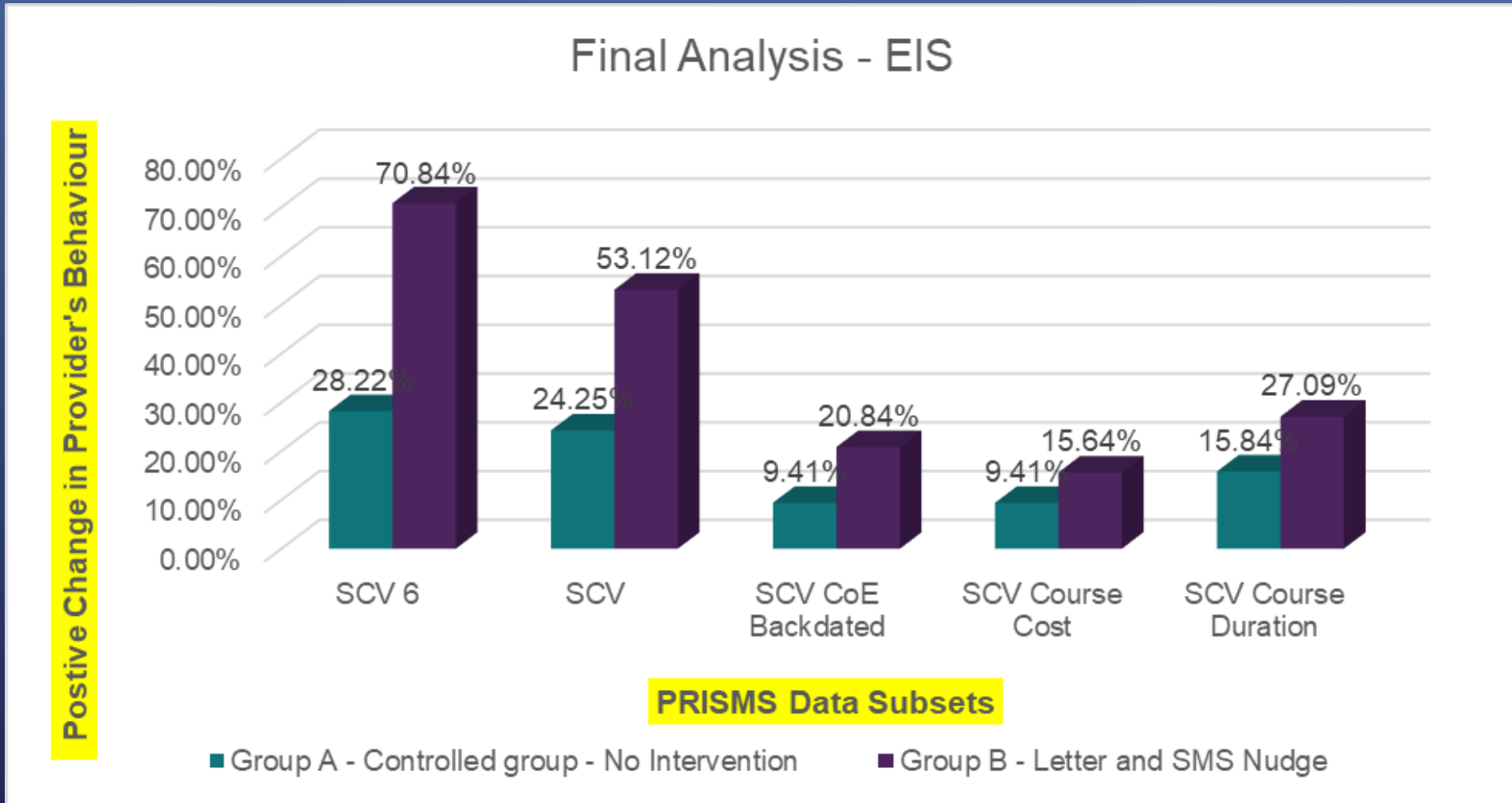
[Link >](#)

Thank you for rectifying your PRISMS data.

We will undertake ongoing monitoring. Please note that if you do not meet your future reporting requirements, you may be subject to closer regulatory scrutiny.

Yours sincerely,
Carmen Basilicata
Executive Director, Market Performance and Engagement
Month YYYY

WHAT WE ACHIEVED



OTHER NUDGE ACTIVITIES CONDUCTED

Other SMS nudge activities and outcomes:

19 Jan

Just a reminder: The Annual Declaration on Compliance is open from 1-29 February 2024. Please ensure your asqanet details are up to date.

15 Feb

Just a reminder: The Annual Declaration on Compliance is open from 1-29 February 2024. Please ensure your asqanet details are up to date.

26 Feb

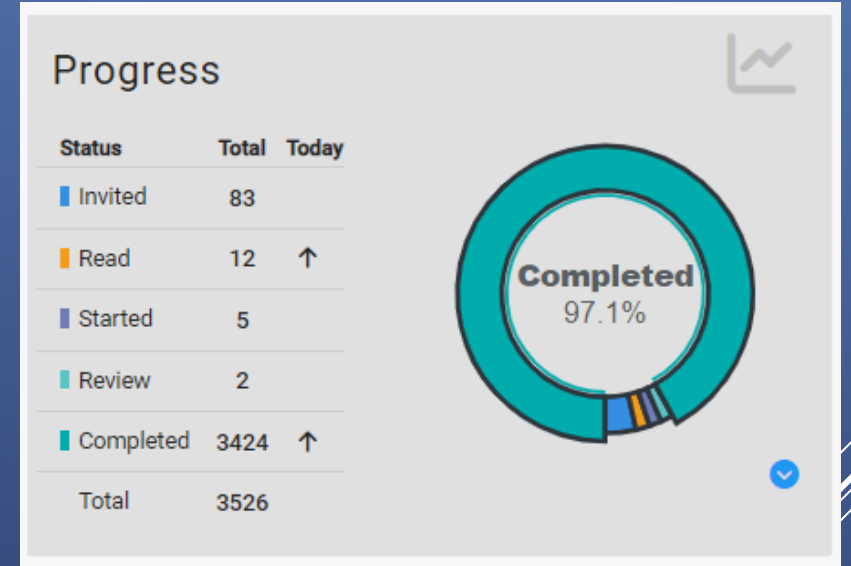
Hi, we recently invited you to complete a feedback survey based on your recent regulatory activity. Survey closes 29 Feb. Your feedback is much appreciated.

75 total completed by 29/02, 17 since SMS went out.

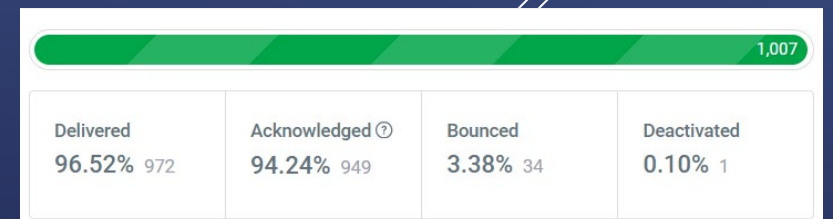
27 Feb

Hi, we recently invited you to complete a feedback survey based on your recent regulatory activity. Survey closes 29 Feb. Your feedback is much appreciated.

After the SMS was sent, there was an increase in submissions



ADC completion rate on 1st March 2024



Statistics for 27 Feb SMS as at 1 March 2024

APPLYING BEHAVIOURAL ECONOMICS TO A CONTACT CENTRE



Problem: Did not meet service standards

In 2022/2023 FY

- ▶ 53,000 enquiries were received
- ▶ 40% of contacts were from students
- ▶ For 30% of total enquiries received, the answer was available on the website

What do we know about Gen Z?

- ▶ They are tech savvy
- ▶ They prefer self-service
- ▶ They don't want to talk to you, they just want the answer

SO WHY ARE THEY CALLING?

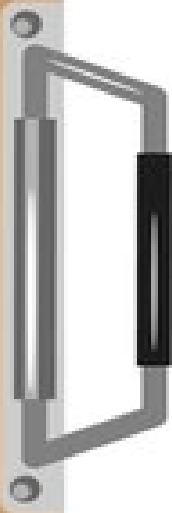
WHAT IS IN MY CONTROL THAT I CAN FIX?

- ▶ Specific focus on improving and increasing student web pages
- ▶ Changed contact form to redirect students to web pages for common enquiries
- ▶ Improved IVR messaging to direct students to web pages
- ▶ Online access to a list of student records (number 1 student enquiry)

As of April 2024:

- ▶ 10% decrease in total enquiries compared to the same period last year
- ▶ 28% of contacts are from students
- ▶ Equates to a reduction of 1,590 work hours

CAN YOU APPLY BEHAVIOURAL ECONOMICS?

- 
- ✓ If you have clients or customers
 - ✓ If they make decisions based on what you do
 - ✓ If you have data sets
 - ✓ If your company or organisation is looking to maximise engagement and create efficiencies...

...then there is a role to apply behavioural economics or nudges in your workplace!

Q&A

**LET'S
TALK**

