



## 1. Basic Concepts

CoursePricer provides students, parents and agents with instant itemised quotations on any selected site. Schools have control of all site locations, and can update price data for their entire network at a stroke.

Standard items in a CoursePricer quotation may include one or more of the following:

- A mandatory one-off charge (e.g. a registration or materials fee)
- An optional one-off charge (e.g. an arrival transfer or an exam fee)
- A mandatory weekly charge (e.g. a course component or seasonal surcharge)
- An optional weekly charge (e.g. a special diet or additional tuition)
- A mandatory or optional periodic charge which may not be a simple arithmetic calculation (e.g. some health insurance or materials calculations)

Charges for a given organisation may vary as a function of a) the choice of course or ancillary service b) the time of year / season or c) duration of stay. CoursePricer elegantly addresses all aspects of this essential functionality.

## 2. Course Structures and Prices

Courses can be of fixed or variable length. If courses are of *variable* length we cater for four pricing models:

- i) “Flat Rate” – the cost is simply a standard weekly price multiplied by the number of weeks.
- ii) “Sliding Scale” – cost is likewise a price multiplied by the number of weeks, but the weekly price will vary depending on the number of weeks booked.
- iii) “Front-loaded” – the school applies a price (flat rate or sliding scale) for a number N of weeks. A student booking longer than N weeks pays the price for N weeks plus a flat rate for the remainder.
- iv) “Special” (idiosyncratic) – the school applies a system that may approximate to one of the above but is without programmable logic.

Courses of fixed length normally have a fixed price, although multiple iterations of the same course may have variable prices, seasonally for example. Courses of variable length may be “start any Monday”, or (say) “start on any of these dates” or “start on any Monday (etc.) between D1 and D2”. Such variable courses can trigger fees structured according to any of the categories (i – iv) named above.

### 3. Data Input

#### Settings and Courses

- a) Settings (must be completed first). This section concerns services and structures which apply to all or most of your business, including contact details, unlimited accommodation options and ancillary services and their prices, unlimited airport transfers and other miscellaneous services, and also “booking” where you can enter global fees (e.g. registration), high season dates if applicable, and normal weekdays for starting and ending courses (typically Monday and Friday, but any are possible). There is special provision here for periodic charges which vary with the length of the booking but which are not arithmetical, for example materials fees (where there may be a minimum and a maximum) or insurance contributions where the monthly (or whatever) rate can decline in line with the perceptions of the insurance company’s actuary. Such charges can be actioned optionally (i.e. where an uninsured student chooses to take it up) or mandatorily (e.g. where all students are obliged to pay for materials or some other institutional service). You can also add notes on accommodation, and/or notes you wish to accompany ALL quotes. (There is also provision for course notes – see 3 b viii). There is a notes field for school closure or holiday dates (for information only – the dates are not computed)
- b) Courses.
  - i) Does this course run on fixed dates? If there are multiple iterations of the same course, then all may be listed and these will count as one course only of the initial 15 course limit. On the first day of any fixed date listed course, the record on CoursePricer expires and will no longer be offered. Courses with fixed start and end dates will normally have a fixed price. Data entry for such courses is the simplest.
  - ii) A fixed date course may also be based on multiple sessions where a school term or year is built around sessions of (say) 4 weeks and a student can opt to book one or more consecutive sessions. Each session may have its own price and the quote will be based on the aggregate prices of the selected sessions.
  - iii) Is this course seasonal? The “season” can be of any duration. The start and end dates provide parameters, and ensure that the user is not offered dates when there is no course. One week before the end of the season as defined the course expires and will no longer be offered.
  - iv) Seasonal or year-round, courses that do not have fixed start *and* end dates may nevertheless have fixed *start* dates (with open or optional end dates). For this purpose CoursePricer brings up a calendar where fixed start dates can be entered up to two years ahead. Do not use this for “Start any Monday” type courses, neither for fixed date courses; use for

courses with multiple start dates which are fixed but less frequent than weekly. Course end dates offered will be the default days of the week (taken from Settings) after the minimum course duration.

- v) Any course that is not date delimited, with or without fixed start dates, is by definition of variable duration, where the price will be structured as per 2 a-d above. The “flat rate” is clearly the simplest of these four variable models. This option like the others also offers the possibility of a seasonal supplement being charged if identified in the Settings/Booking section (3a above). The “sliding scale” is the most common model in the industry and CoursePricer allows for unlimited combinations of weeks and changes of price. Note that if you apply a different value for all weeks, your course is in category d and data input will take longer.

**NB. CoursePricer works by calculating the duration of the booking in weeks and then seeing what value per week applies for the period booked and then multiplying that value by the number of weeks. eg. if your sliding scale says \$200 per week for 4 to 8 weeks, then the basic cost of a 5 week booking will be  $5 \times \$200 = \$1000$ . However, if you charge \$400 for 2 weeks, \$595 for 3 weeks, \$785 for four weeks or similar, this is category d and you may need to express weekly prices as fractions (e.g. the 3 week value here would be  $\$595/3 = \$198.33$ ). CoursePricer will work with such data.**

- vi) Having completed the essential course price data, you are now invited to add course extras. For each course you can add unlimited mandatory extras (e.g. exam fees, materials charges), unlimited weekly options (e.g. extra coaching, excursion programmes etc.), and unlimited one-off options (e.g. special educational visit, special academy courses, hardware etc).
- vii) If in Settings you have set a “high season” for tuition, you can add a weekly amount which will be applied to the high season as defined.
- viii) CoursePricer now asks if standard accommodation is offered. If you offer, say, a residential summer course, or if the course is a “package” inclusive of accommodation, the answer is No, and the customer getting a quote for this course will not be asked whether he/she requires accommodation.
- ix) There is a notes field where you may add notes that relate specifically to this course (i.e. in addition to accommodation and general notes, see 3a).
- x) The next field is set to YES by default and asks whether you wish to apply any set “universal fee” (as you might not for some categories of course).
- xi) Also set to YES by default, you are asked whether with this course you wish to offer your airport transfers (as you might not with junior courses, for example, where transfers are included in the package).
- xii) Finally you are invited to include this course record in your CoursePricer data. Bear in mind that answering YES is not a sufficient condition for

having your CoursePricer data online; the Activation switch must also be set to ON.

**Always SAVE your data** and make sure you see the pale green banner at the top of the screen which says “Course Updated” or “Your settings were updated”. No harm will come of saving twice or saving uncompleted work mid-session.

#### 4. Activation / Embed Code

- a) Activation. When you are ready to go live, slide the switch from the Off to the On position. And then **SAVE**.
- b) Embed Domains. CoursePricer works only where legitimately embedded so enter here third party domains where it will appear. NB. only the domain name is required (not the URL – multiple URLs in the same domain are OK). And **SAVE**.
- c) Embed Code. CoursePricer may be embedded in three different ways: i) a simple link opening CoursePricer on a new page/window, ii) a javascript same page pop-up window (bear in mind that some users may have popups disabled in their browser), iii) iframe which you can size and locate as you like. The code available offers a CoursePricer icon or the word “CoursePricer” (but any word or icon can be used). The code can then be added to the selected site.

#### 5. Going Forward

At the time of writing there are over 700 installations of CoursePricer on various sites, and that number is set to grow. The international sales and marketing of the product is now in the hands of the German company ICEF GmbH, and we shall continue the product development with new standard functionality being made available to all users. In general we, like our clients and associates, support the movement towards greater openness and transparency where prices are concerned, and believe that students should have price information as of right and not be required to give information about themselves just to find out the price. We aim to make price information easy to get and easy to understand, to take the burden of quote generation away from school staff, to save institutions the pain of multiple delivery of price PDFs to their partners worldwide, and through research and development to make the CoursePricer service available and applicable as widely as possible.

#### 6. Getting CoursePricer

Contact [info@ie-connect.com](mailto:info@ie-connect.com) or [sales@icef.com](mailto:sales@icef.com) and we'll get you fixed up. The cost of the utility is €480 per year, €40 per month.

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## **2018 Update – Use on Agent Sites**

CoursePricer is now also offered for use on agents' sites free of charge. There is no "catch" in this arrangement. The utility was developed primarily for use on school sites, and that remains the case. But agents may also wish to offer quotes for their schools' programmes without having the problems and expense of developing software for that purpose. So they can now use multiple CoursePricers to provide a brilliant service to their site visitors free of charge. There are examples of agents' use of CoursePricer on the CoursePricer NEWS page.

We are delighted to announce, as of February 2018, an especially developed new module for agents. The essential features of the new module include:

- A new agent login where agents can easily and quickly set up a (free) CoursePricer account.
- A simple facility for agents to select their partner schools in order to request access to their CoursePricer embed code.
- A "wishlist" for agents to add the names of institutions whose data they would like to see included in CoursePricer.
- The ability for agents to edit/translate all text items such as course names, accommodation types, airport transfers etc., and to add their own notes for any school whose CoursePricer they are authorised to use.
- The ability for agents to choose the final currency for the quotes, and to apply a percentage variation to the conversion as a hedge against currency fluctuations.
- The co-branding of all quotes emailed by students for enquiries or other purposes with the agency name and hyperlinked email contact (and unique reference number).
- All quotes emailed by students or other CoursePricer users now converted to PDF format, and copied to the student and school and (for all agency quotes) the agent.
- Agents can also produce and mail their own quotes without limit.