

Case Study



How **UCAC** scaled their student visa services in Pakistan with PSI



“ Working with PSI has been a great success, because students trust us and the test centre more than others. It gives us a great boost in our business and overall environment of the consultancy. ”

Shahbaz Khan is an Education Counsellor at UCAC, a visa consultancy in Pakistan. The firm has been providing study abroad counselling services over the last two decades, representing many UK universities.

Their team is passionate about guiding students towards the best university and course options to help them achieve their dream of studying abroad. And Shahbaz really loves being able to work with clients from all over the world.

“The best thing about my job is the variety of people that I meet every day,” he says. “Dealing with them, listening to their problems, finding solutions and helping them out is fascinating for me.”

He knows that studying abroad will change these students’ lives as they embark on their biggest and most exciting adventure yet.

But in order to grow as a business and continue offering the best service, the company needed to find a more efficient Secure English Language Test (SELT) for the UK Student visa application.



A quest for the right SELT: The need for **speed** and **good service**

UCAC spent over 5 years looking for a SELT to help students prove their level of English, and had found other tests unsatisfactory.

“We needed a test that students could apply for quickly and get their results quickly too, unlike IELTS which took a month to 40 days,” says Shahbaz. “That was not helpful for us.”

This slow pace wasn't good enough for UCAC, which prides itself on providing a fast and efficient visa service for its customers. Inevitably, delays in applying and receiving results can lead to stress and disappointment for their students.

“The whole process would take some time and the application would defer to another intake, so we were facing those problems with those tests.”

Another problem Shahbaz and the team encountered was the uncertainty of whether tests would be accepted by UK universities.

“We referred our students for Duolingo, Oxford and IELTS tests. Sometimes the test would not be accepted and sometimes it would be held; they would not show you the result.”

Why UCAC Chose PSI *Skills for English*

The UCAC team was looking for a quick and convenient process, prompt results and the option to do all modules (reading, writing, speaking and listening) on the same day.

After researching different market options, they discovered that using PSI *Skills for English* as their SELT could help them save time and expand their business.

"We chose PSI because they explained all the process clearly and it had many advantages for us," Shahbaz explains. "For example, we can apply and get an exam slot in three days. Also, we don't have to wait for a large number of students to register for a test. Even a single student can do it alone."

PSI stood out to Shahbaz and the team for the efficiency of the testing and processing time.

"Students can do all four modules in one day, and PSI sends the result within five days. The whole process takes about seven to eight days. These were some of the things that compelled us to choose the *Skills for English* test."



“ PSI sends the result within five days ”

UCAC's experience with PSI: No looking back



From implementation to the day-to-day running of the test, the UCAC team has been impressed with PSI's customer service.

"PSI as a company is very helpful," Shahbaz tells us. "Whenever we face any problem, they call us right away and solve it. And if the problem does not get solved on the spot, they make it their priority to find a solution. It has been a great pleasure dealing with them."

**// This quality of PSI made us
stick with them forever //**

Shahbaz especially highlights the impact of PSI's quick and helpful responses:

"Actually, this quality of PSI made us stick with them forever – instead of referring a student to an IELTS, Duolingo or Oxford test – because of their responsiveness and helpfulness."

Shahbaz is also pleased to share that the implementation of the PSI *Skills for English* test led to some positive internal changes in the company...

"We made some alterations in our testing area according to the requirements of the test. I think it benefited us a lot. For example, we bought more laptops, upgraded our security system and CCTV camera system, installed new cabins and soundproofed the walls, doors and windows."

Beginning a **dream** life abroad thanks to PSI

UCAC has a huge list of students who are now studying in the UK thanks to the *Skills for English* test. Shahbaz is always delighted to hear their updates.

“All of their stories are fascinating and everyone is enjoying their time there. Sometimes when they visit Pakistan, they come to see us and spend some time sharing their experiences,” he explains. “They’re happily getting their education in the UK after taking *Skills for English*.”

As well as Student visas, UCAC also helps a considerable number of customers achieve their UK work visas and spouse visas via the PSI test.

The **advantages** of working with PSI



The fact that the PSI *Skills for English* test is listed on the UK Home Office website has been a significant advantage for the UCAC team.

“Previously, we thought that getting an official test centre which is recognised by the Home Office was impossible,” Shahbaz remarks.

“It has been a great success, because students trust us and the test centre more than others. It gives us a great boost in our business and overall environment of the consultancy.”

He also highlights many other advantages of working with PSI to grow as a business.

“By choosing PSI, the time a single application takes has been considerably reduced. Through this test centre we get lots of new students.”

For Shahbaz, PSI undoubtedly stands out compared to other tests they tried, and their applicants are happier with its “honest results” too.

“Our students are more satisfied with PSI than IELTS. Sometimes they would complain that IELTS did not give them the bands they deserved, in order to repeat the test again and again,” he laments. “In contrast, with PSI they feel confident in taking it and in the results.”

So, what would Shahbaz say to other businesses that are considering working with PSI as their SELT provider?

“I would definitely recommend it. The registration process is smoother, dates are available sooner than other tests and PSI offers four modules on the same day. You will get the results quickly in five days, and the test fee is affordable compared to other tests.”

What's next for Shahbaz and the team?

“ We are really looking forward to expanding our business to Canada, Australia and the USA. Maybe in the future PSI will make some deals there and in other European countries. It will be very helpful for us. ”





Work with PSI

We are proud to be helping Shahbaz and the UCAC team to change people's lives and achieve their dreams abroad. Contact us to find out more about how to implement the PSI *Skills for English* test in your business.

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