

The challenge

Most universities have software that tells students which books they need to buy for their courses. Having moved away from a physical bookstore, City had been directing students to a well-known global online marketplace. However, students disliked this approach and wanted an alternative, competitively priced option that felt more ethical and socially responsible.

What happened?

City looked at the Joint Consortia Books framework agreement, led by SUPC, to see if they could find a new marketplace. The agreement covers the sale of books to staff and students. Lot seven offers new schemes for universities which allow staff and students to save money on their books, while also providing income for the university.

After exploring its options, City awarded Wordery to deliver a new solution. Wordery provided an online market place, similar to what was in place before, but with notable added benefits:

- Competitive discounts for staff and students on millions of titles
- Cashback to the university: 7% on all purchases or 9% credited for purchases made on titles from Dawson Books

- A university co-branded webpage so the portal felt like part of the university
- Co-branded marketing support, such as banners, posters and bookmarks to promote the scheme – all free of charge.

Wordery and City worked together to deliver the scheme and now have an ongoing partnership.



The outcome

City was able to respond to student concerns, increase student satisfaction and find a solution that met everyone's needs. City's nearly 20,000 students can now purchase competitively priced books for their courses, while getting cashback and/or additional discounts. The university also wins by earning a commission on all sales.

The agreement made it easy and cost-effective for us to deliver a solution our students needed. Wordery offers an impressive depth and breadth of academic titles at very appealing prices, along with exclusive discounts for our students and staff.

CLAIRE PACKHAM, HEAD OF LIBRARY ACADEMIC SERVICES, CITY, UNIVERSITY OF LONDON

University delivers online books marketplace that saves students, staff and the university money

For More Information

e – supc@reading.ac.uk

t – 0118 935 7081

www.supc.ac.uk