Genio

A guide to how **Genio** communicates with your students

We want students to get the most out of Genio, and continually improve their experience

One way we do this is by sending messages directly to our users.

What can your students expect to receive?

The two main ways users hear from us is through email and via in-app messages, such as pop ups or banners. Here are some examples:
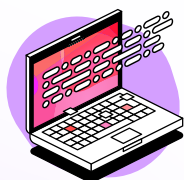
Onboarding advice

This ensures users get familiar with the tool quickly, and maximises utilisation so you get the most out of your investment.
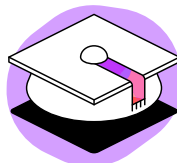
Study tips relevant to Genio

Genio is all about learning, so from time to time we offer our users study skills tips they can try out using Genio.

New feature information

Every new feature is built to enhance the learner experience and support your goals better, so it's important users know right away when we update Genio.

Surveys and feedback requests

Feedback from users helps us understand what's working in Genio, and how to make it even better. This also allows us to provide you with insights on how your students are finding Genio, for example the information we share from the Genio Grades Challenge.

How often do users receive messages?

Students are busy - Genio is here to be a solution to information overload, not contribute to it! That's why we think carefully before sending any communications. Generally we limit user emails to a monthly newsletter. At certain times we may send more messages to ensure your students use Genio successfully:

▶ **During onboarding**
We supply clear, helpful guidance on how learners should start using Genio.

▶ **At the start of semester**
For new and returning students, this is an important time to refresh them on how to get the most out of Genio and their studies.

▶ **When a new feature is released**
We want to let our users know when important new features are released so they can start using them and aren't confused by changes.