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**Abstract**

The University of Huddersfield embarked on a new Corporate Strategy at about the same time as the government were planning significant changes to higher education in the UK. A key element of this new University Corporate Strategy was internationalisation of the institution and significant growth in the international student body. This paper details how the University of Huddersfield used independently conducted student sur-veys to ensure that it continually improved its services to ensure a first class international student experience throughout a period of sustained growth and significant changes to the UK higher education landscape. The strategies employed enabled the University of Huddersfield to top the International Student Barometer (ISB) and provide the best all-round international student experience in the UK and the world in Summer 2011. (HRK / Abstract übernommen)