

Introducing Diggory



An AI coach that helps students make confident, data-driven decisions about where and what to study.

Meet Diggory

Diggory is a new AI-powered coach in beta within The Student Room app, which helps students make confident, informed choices about where and what to study. Moving beyond one-size-fits-all league tables, it focuses on what matters most to each student. By combining trusted data from The Uni Guide with the authentic voice of The Student Room community, Diggory gives users clarity and confidence, guiding them through their decision-making journey.

As students use Diggory to explore their options, it also creates opportunities for universities. For education providers, Diggory offers a powerful new touchpoint, connecting your brand with motivated, well-matched applicants at key decision moments. Promoted to students, schools, and parents, Diggory builds awareness and engagement across key groups. Every journey passes through data capture, growing your university and subject audiences, increasing registrations, and prompting forum questions that reps can engage with.

How it works



Conversational Q&A – Diggory interacts with students to understand their interests, grades, and goals.



Data-driven intelligence – Matches users to universities and courses using verified UCAS, HESA, Graduate Outcomes, NSS and LEO data from The Uni Guide.



Peer validation – Links to The Student Room forums, allowing students to sense-check choices with real undergraduates.

"Choosing where to apply is so nuanced, it's perfect for AI working with hard data and student insights. Diggory is like having a personal admissions coach in your pocket!"

Chris Newson, CEO, The Student Room

Benefit area

The Impact for Your University

High-intent student engagement

Diggory attracts motivated students who are actively exploring where to study and connects your brand with informed applicants ready to act.

Data capture and audience growth

Each Diggory interaction feeds data back into your university and subject audiences, growing registrations and strengthening your re-marketing insight.

Lead generation and visibility

Diggory drives students to in-app Uni Guide course pages with lead buttons, converting exploration into meaningful engagement.

Community and ecosystem impact

AI-prompted forum questions and Rep interactions strengthen your brand's presence across TSR's connected network, building trust, visibility, and long-term conversion.