



A Major University in the Midwest Needed Some Help Increasing Student Applications and Enrollments through Contact Management

The Challenge:

As the University was looking to increase student enrollments, they were working with their marketing team and advertising agency to strategically identify potential students. This approach needed to focus on using cutting edge and the right contact management strategy, focusing on beginning the enrollment dialogue with the prospective student, at the right time, and by providing the right message and incentives to spur application completion. All of these activities ultimately needed to lead to acceptance and confirmation of enrollment at the university, while leading to an acceptable "ROI" for their marketing investment.

The Solution:

FSCC knew that utilizing a customer contact center was not a new solution, but it's one that has been revolutionized over the years and it fit perfectly in the University's marketing needs. The contact center customized the following solution to help spur student interest at the University:

- Utilized auto messaging technology to execute a courtesy call strategy to students who hadn't responded to any other University marketing efforts, including direct mail. In their words, these leads were "dead".
- Followed up auto messaging with live agents calls to spur interest, answer questions, to collect data, and to encourage application completion.
- Strategically captured data throughout the calling campaign and provided detailed student statistics and demographics back to the University. These new insights on prospective students provided strategic direction to improve results for ongoing campaigns and are assisting the marketing efforts in crafting future messaging and programs.

The Results:

By utilizing an enhanced customer contact strategy and the FSCC contact center technologies, the overall application activity dramatically increased the Universities enrollments and has changed their marketing approach for future efforts.

- The auto messaging strategy contacted ninety percent of the target audience, either via voicemail or a live student contact.
- The live agent calls reached an additional thirty seven percent of the students for surveys, enrollment applications, and data collections (if the students chose another institution, provided insights on their search, etc.)
- Of the contacts, hundreds of enrollment applications were processed, and 30 students were accepted AND chose the University as their choice.
- The contact management strategy via FSCC cost less than their traditional direct mail approach, while delivering drastically improved results and enrollments.