

CASE STUDY:

Increasing University Enrollment
through Conversion of Online Applicants

performanceAgents

Replicating Your Top Performers

Consulting + Training + Outsourcing

The Client:

The largest independent institution of higher education in the Southeast, and 6th largest independent institution nationally. This regionally accredited, not-for-profit University has more than 26,000 students and 17 unique colleges and schools offering Associates, Bachelors, Masters and Doctoral degrees as well as community Certificate programs.

The School of Education in particular, provides curriculum in leadership and professional development, teaching and learning, human development and family studies, instructional technology and distance education. It employs over 335 full time administrators and faculty and more than 1,000 adjunct faculty members and part time employees. Students of the School of Education account for 40% of the university's total student population.



Their Challenge

The School of Education analyzed online application and enrollment data and realized that only 1% of prospective students that went online and applied for admittance were actually completing their enrollment and registering for classes.

Their internal approach to trying to convert these “in-process” applicants was to have Admissions Advisors call them, although with other duties and overloaded schedules assisting existing students, the Advisors had little time to dedicate to this effort.

The Comptroller for the School of Education realized there was a tremendous revenue opportunity in capturing a greater conversion rate and so set out to find a better solution.

Our Approach:

performanceAgents[™] offered the School of Education a targeted outreach effort through a strategic partner, Atento, who is one of the largest contact center outsourcers in the world. The School of Education agreed to a near shore pilot program and provided *performanceAgents*[™] with just over 1500 applicants who had not completed the registration/enrollment process.

Atento provided the facility as well as the technology and operations expertise. *performanceAgents*[™] developed the program objectives, conducted screening and recruiting, developed and delivered training, and provided ongoing performance management in conjunction with an onsite supervisor.

Consulting • Training • Outsourcing

The Outreach Pilot was developed and rolled out as follows:

- ▶ 10 days of program design:
 - 2 days documenting the School's Top Performing Admissions Advisors placing calls to applicants
 - 4 days creating training materials and collaterals
 - 4 days screening and recruiting of 5 agents
- ▶ 3 days of classroom training
- ▶ 4 days of OJT
- ▶ Ongoing performance management:
 - Managing Staffing and program hours
 - Daily Call Monitoring & Scoring
 - Coaching & Development
 - Incentives
 - Reporting

Agents called prospective students twice per day for several days in attempt to reach them live. For those who could not be reached, Agents left voice mails asking the applicant to call the Advisor. In the rare case where Agents could not answer certain questions, they were able to warm-transfer to an Advisor. Agents entered a disposition code for each call to identify applicants that were never reached, were left messages, provided wrong contact data, were no longer interested, still wanted to enroll, or were already enrolled. Data was formatted into useful reports charting the results and was delivered via email each morning.

The Results

Out of the 1541 applicants contacted during the pilot period, 184 new conversions were achieved - a conversion rate of 11.90%.

- ▶ The cost of the pilot program was \$25,000 total, or \$135.87 per new student.
- ▶ The revenue generated by 184 new registrations was \$1.92 million dollars.
- ▶ The School of Education has run the program with us two more times since the original pilot.



1541	184	\$ 135.87	\$ 1.92 Million
Applicants contacted	Registration conversions (11.9%)	Costs per conversion	New revenues produced