



Background

Securing a live conversation immediately following an online inquiry is vital for an educational institution because it captures a student at their peak moment of intent. When these calls go unanswered due to unidentified calls, institutions lose the ability to provide personalized guidance, resulting in poor enrollment and retention.

Overview

A higher educational institution hit a frustrating wall: despite responding to web form requests via outbound calls, their outreach was failing. They were making thousands of outbound calls, but the majority were ignored, sent to voicemail, or blocked.

Solution

Using First Orion's INFORM® Branded Calling solution, more students answered phone calls about admissions, advising, and enrollment, increasing university enrollment and retention.

They experienced increases in calls answered with a duration of a minute or longer, calls ending in a successful resolution, and answer rate without hang ups.

25%
INCREASE
in Engagement Rate

19%
INCREASE
in Conversion Rate

