

CASE STUDY ANALYSIS:

ENROLLCALL PAY-PER-CALL

Measuring the Impact of Adding Campaign Specific Phone Numbers to Traditional Data-Based Web Inquiry Forms

OVERVIEW

For higher education marketers, even a small improvement to inquiry form conversion and application to start rates will drive down operational costs, while significantly impacting enrollments. By adding campaign specific phone numbers to a standard inquiry form, student prospects can connect directly with admissions counselors at their convenience. The phone number also adds credibility to inquiry forms, driving an increase in the total number of submissions received.

To illustrate the full impact of this solution, CUnet compiled data from two schools running EnrollCall campaigns during 2010 and 2011. The first involved a regional private sector school with locations in the Southeast; the second focused on a national private sector university with numerous campuses across the United States. In both cases, the only change made to their existing web forms was the addition of a unique, trackable phone number. The results of those two campaigns are presented here in detail.

RESULTS-AT-A-GLANCE

After adding phone numbers to existing inquiry forms, the schools in this analysis experienced:

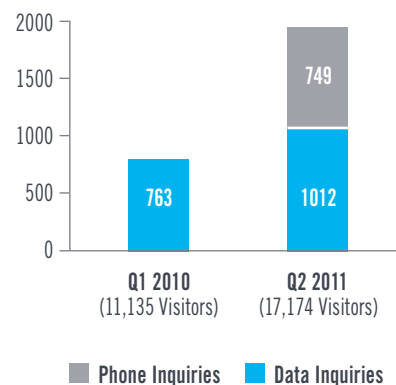
- **49% increase** in the visitor-to-inquiry conversion rate
- **2.8 x higher inquiry-to-start rate** for phone inquiries

INCREASED CONVERSION RATES

After adding an EnrollCall phone number to a web form receiving only paid search traffic, the regional school saw their visitor-to-inquiry conversion rate increase from 6.87% to 10.25% year-over-year, representing a 49% improvement to overall campaign performance. In terms of actual inquiries, there was a 131% increase year-over-year, despite the fact that the number of visitors to the page only increased by 54% (See Figure 1 for actual numbers).

In addition to the increase in overall inquiries, the school noticed a number of other improvements after adding the phone number. First, since the inbound phone inquiries were forwarded directly to their enrollment counselors, there was no need for a third-party qualification service. Second, Interactive Voice Response (IVR) technology allowed the school to define minimum qualification questions to be asked at the start of each call to ensure that only qualified student prospects were connected live to enrollment counselors. And finally, the phone inquiries were generally much higher quality than the data inquiries, resulting in higher enrollments and ultimately leading to significant operational savings.

Figure 1: SOUTHEAST REGIONAL SCHOOL INQUIRIES, YEAR-OVER-YEAR



IMPROVED INQUIRY-TO-START RATE

As noted earlier, the phone inquiries received by the schools were significantly higher quality than the data inquiries, making them both more valuable and more cost effective, especially when the operational costs involved are considered.

To illustrate the difference in quality between the EnrollCall phone inquiries and data inquiries, we examined inquiry-to-start rates at a large, national school with both online and campus programs. Over a period of nine months in 2010 and 2011, the school experienced an inquiry to start rate for phone inquiries that was nearly three times higher than the rate for web form inquiries (2.3% compared to 0.82%).

In addition to much higher conversion rates, the phone inquiries also represented a 6 % lower cost-per-start than data inquiries. This figure does not take into account operational savings, including a reduced need to qualify inquiries and significantly less time spent by admissions counselors, meaning the true savings is even greater (See Figure 2).

Figure 2: PHONE VS DATA INQUIRY RESULTS, BEGINNING OF Q3, 2010 TO END OF Q1, 2011.

	Data Inquiries	Phone Inquiries	Phone vs Data
Total # of inquiries	368,973	2,084	N/A
Inquiry-to-start rates	0.82%	2.3%	2.8 x higher
Cost-per-start	\$3,874	\$3,656	- 6%

ABOUT CUNET ENROLLCALL

EnrollCall, CUnet's proprietary pay-per-call service, is a marketing solution for colleges and universities that directly connects interested students with your admissions office through performance-based, inbound calls. CUnet's unique, fully trackable phone numbers can be used for online and offline campaigns to connect prospective students with your school at the moment when they are most interested and engaged, resulting in better, more focused inquiries with higher overall conversion rates.

To learn more, contact us at sales@cunet.com.

KEY TAKEAWAYS

Adding a phone number to existing web forms is a **simple** and **easy** way to drive increased enrollment and improved marketing ROI:

- **Improve Credibility & Address Privacy Concerns**
A phone number shows a greater degree of credibility, while eliminating the need to enter personal details online.
- **Connect when Prospect Interest is Highest**
Inbound phone inquiries connect you with prospects at their convenience, while guaranteeing exclusivity.
- **Ensure Transparency**
EnrollCall's real-time reporting interface give the school and the inquiry provider full visibility into all calls generated.
- **Filter Out Non-qualified Inquiries**
IVR technology helps ensure only qualified student prospects are connected to your enrollment counselors.
- **Improve Morale**
Inbound phone calls increase operational efficiencies and improve overall morale among enrollment counselors.
- **Lower Operational Costs**
Eliminate the need to qualify web inquiries using expensive 3rd party call centers.
- **100% Contact Rate**
Since EnrollCall gives prospects a way to contact schools directly, the solution provides a 100% contact rate.