

Case Study



**How a Private Healthcare University
Modernized Outreach Efforts and Achieved
a 17% Increase in Engagement and
Impacted \$120M+ in Enrollments with Drips**

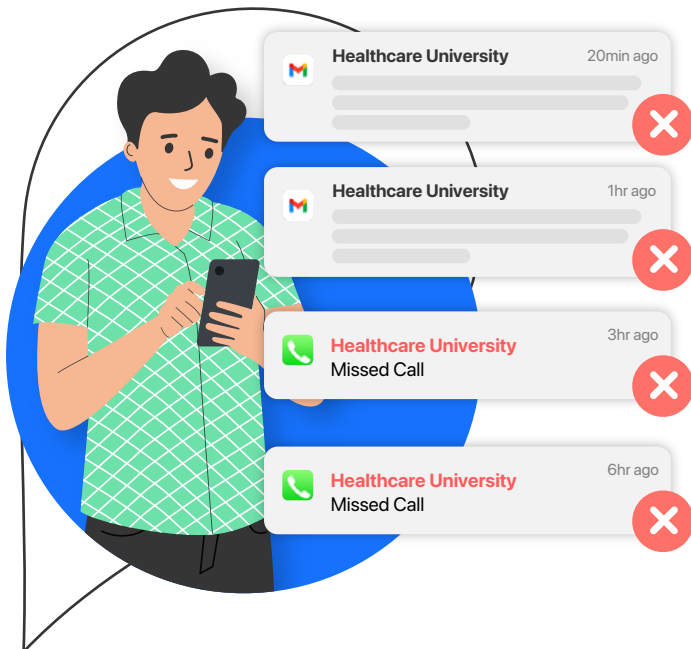
It's all about how you say it™

Public | Drips.com® | All rights reserved.

drips

About

An established private institution focused on healthcare education, offers undergraduate and graduate degree programs with a primary emphasis on nursing and health sciences. The university operates multiple campuses across the United States and provides extensive online learning opportunities. Known for its flexible, student-centered approach, the institution aims to equip learners with practical skills and knowledge tailored to the demands of the healthcare industry.



Challenge

Over recent years, there has been a generational shift with attitudes toward technology. Gen Z, individuals born between 1997 and 2012, generally don't answer their phones or check email. This creates a challenge for organizations dependent on outbound calling campaigns.

The university was looking for a new way to reach prospective students. Manual outbound dialing is hard to scale and this alone was not enough to help them meet their goals. They had ambitious growth targets and recognized that in order to combat the enrollment cliff – a decline in the number of college-going students – they needed to modernize their outbound strategy.

Solution

Many prospective students work full time or are busy raising families. It became clear to reach their goals they would need to make a shift from outbound dialing to an engagement model that would encourage prospective students to complete the application process. Outreach via SMS was identified as a top priority; however, the university did not have the infrastructure to manage the scripting and delivery of this type of campaign.

By leveraging Drips Conversations as a Service (CaaS) over SMS, the university ensured that higher intent prospective students stayed connected and informed until they were ready to talk at a time that worked for them. Drips managed the coordination of inbound calls paving the way for more conversions and successful enrollments.

“Drips was instrumental to our success by helping engage potential students who weren’t responding to traditional outbound calls.”

Vice President
of Admissions

Results

Within six months, inbound calls scheduled with Drips resulted in better prepared conversations resulting in a 17% increase in engagement, 7,000 applications positively impacted by Drips and 3,000 students enrolled attributed to Drips CaaS.

3,000

Students enrolled
attributed to Drips CaaS

“We are so happy with the results. Drips Conversations as a Service helped us engage more effectively than our previous traditional outreach methods.”

Director of
Student Success

