

Admissions AI Assistant Personally Engages Prospective Students to Drive Enrollment

Conversica's AI-Powered Admissions Assistant for higher education personalizes your communications with applicants to accelerate your best leads

- Facilitates one-on-one personal conversations with each prospective student
- Interprets every response from a prospective student and automatically alerts an enrollment officer the minute interest changes to intent
- Provides metrics on student follow-up and response rates, so you can be sure every prospective student is receiving personal attention

Reengage potential students:

Students – especially non-traditional students – drop out of the funnel for all kinds of reasons. Institutions must stay top of mind and find ways to engage them personally.

Accelerate your best leads:

Inquiry, application, enrollment – all important milestones. But making a personal connection to advance each lead (before they go elsewhere!) is expensive. Institutions must master digital efficiency.

Be more effective at cross selling:

With thousands of programs available, the average student may not know their best fit. Using the right cues to intelligently suggest other opportunities can make all the difference.



Follow-up with Active Potential Applicants and Re-Engage Inactive Potential Applicants

Engaging prospective students takes time, effort and close monitoring. This is just not possible for the typical enrollment team if there are hundreds or thousands of prospective student inquiries. Not surprisingly, some good candidates get dropped. Now you can leave early contact to Conversica®, freeing your enrollment team to work with the prospective students.

The typical enrollment officer may send a handful of emails and place a few phone calls to a prospective student before giving up. In contrast, Conversica starts engaging candidates within minutes of inquiry and continues to engage and nurture until Conversica generates an enrollment opportunity or the student opts out – which could be in one day, four months or even a year.

How? A virtual assistant, powered by artificial intelligence, engages potential students with natural, two-way conversations. Using simple messages that elicit genuine responses, Conversica interprets replies and uncovers important details, such as level of interest, the best number to call and enrollment timeframe.

Best of all, Conversica bridges the gap between recruiting and enrollment by improving the interest level of prospective students, so you can focus on students who are serious about enrolling.

MESSAGES FROM CONVERSICA

Wednesday, 12:10 p.m.

Hi Thomas,
I noticed that you inquired some time ago with our school and I just wanted to follow up to make sure you received all the information you needed.

Are you still looking for information?
Stephanie

Monday, 10:04 a.m.

Hi Thomas,
I'm following-up to see if you have made a decision about college. Would you like to talk to an enrollment officer?

Thanks!
Stephanie

Wednesday, 3:42 p.m.

Hi Thomas,
I'll have an enrollment officer get back to you. Is 222-222-2222 the best number to reach you?

Have a great day!
Stephanie

Monday, 9:44 a.m.

Hi Thomas,
I hope you are having a good day. Did you hear from Marie about the admissions process? Please let me know.

Thanks!
Stephanie

RESPONSES FROM LEAD

Tuesday, 2:15 p.m.

Hi
Okay Stephanie you been sending me a lot of emails. If I get time off work a weekend Ill go just cuz youre so persistent.

Wednesday, 3:17 p.m.

Hi there,
Thanks to you, I finally visited campus and took a tour Saturday. I'm interested. What can you tell me about admissions and financial aid?

Wednesday, 8:03 p.m.

Yes.
Thnx

Monday, 2:26 p.m.

Hi Stephanie,
I talked with her the other day and I'm probably going to enroll in the fall. Thanks for all your help!

AI-driven conversations allow you to focus your recruitment efforts on contacting candidates who have an expressed intent to enroll.

Admissions Assistant at Scale

Unlike an enrollment team, Conversica can handle thousands of prospective students at one time – even daily – and every prospective student is engaged and nurtured without fail.

- Connect with and gauge interest of prospective students in real time
- Engage prospective students and qualify their intent
- Re-engage prospective students who indicated interest in the past
- Nurture prospective students from initial interest to enrollment intent

Add a human touch to your automated enrollment process, and ensure every prospective student gets personal outreach that separates your school from the rest.

Subscription and Implementation

Conversica is a cloud-based, software-as-a-service application, so no on-site installations or upgrades are required. Conversica will work as a stand-alone system and can be integrated with any CRM application. Implementation can be completed in hours, depending on your requirements. In addition, Conversica can be accessed by any mobile device. Conversica is a subscription service with a variety of tiers to meet your needs.

For More information

To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is the leader in conversational AI for business and the only provider of AI-driven lead engagement software for marketing and sales organizations. The flagship Conversica® AI Sales Assistant helps companies find and secure customers more quickly and efficiently by automatically contacting, engaging, qualifying and following up with leads via natural, two-way conversations. Used by more than 1,000 companies worldwide, Conversica's sales assistants are built on a proven and patented AI platform integrating natural language processing (NLP), natural language generation (NLG), and machine learning (ML) capabilities and engage prospects over multiple communication channels and in multiple languages.

Recognized by Gartner as a Cool Vendor, Conversica is a portfolio company of Providence Equity, Kennet Partners and Toba Capital and is headquartered in Foster City, Calif.

To learn more, visit www.conversica.com and follow us on [LinkedIn](#), [Facebook](#), [Google+](#), [YouTube](#), and @myconversica on [Twitter](#).