


Musicians Institute Increases Student Enrollment Rates with LEADS360 Software

Challenge

- Musicians Institute (MI), a college of contemporary music located in Hollywood, Calif., was lacking a system that could help admissions staff properly manage student inquiries, increase their response time and boost enrollment rates.
- Although MI had a CRM solution in place that supported back-office operations like student records, billing and accounts receivable, once a student prospect expressed interest in MI, managing their transition from initial inquiry through enrollment was cumbersome and inefficient.
- MI was in need of a management tool to help nurture potential students through the process and convert them into enrolled students.

Solution

- MI evaluated several enrollment management systems and ultimately selected Leads360. Their solution was customized to automate MI's admissions processes and more easily manage and communicate with student prospects.
- At present, 27 MI staff members use Leads360's software to manage between 3,000 and 4,000 student prospects per month.
- MI leverages Leads360's distribution functionality to automatically route prospect inquiries in real-time to the appropriate admissions counselor based on business rules that fit MI's needs.
- To solve the problem of duplicate inquiries, MI uses Leads360's duplicate management solution to ensure prospects are contacted by one staff member, rather than multiple staff members.
- Leads360's prioritization feature enables MI to build rules based on program of interest, expected start date, or status in the enrollment process, to determine which prospect should be contacted next.
- MI worked with Leads360 to implement email nurturing best practices and customize email communications that are automated, appropriately-branded, personalized and timely.
- Leads360's ad hoc reporting tool ensures that MI's admissions staff can be more efficiently tracked by how they are performing, while giving the admissions and marketing management teams a holistic view of how their department is handling these prospects.



“Thanks to the work flow enhancements offered by Leads360, our enrollment counselors now respond to student inquiries more than 60 percent faster than they could solely with a CRM solution.”

Lou Grasso, Admissions, Musicians Institute

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Results

- Within the first three months of implementing Leads360's software, MI's admissions staff had streamlined admissions processes and enrolled more students.
- By taking advantage of Leads360's prioritization capabilities, MI has been able to more effectively identify and enroll students who previously might have slipped through the cracks.
- With an automated system in place, MI was left with more time to create new optimized processes to help bring in a greater number of qualified students.
- Through email nurturing, prospects receive a personalized touch, obtaining the information they want when they want it, thus giving MI a competitive advantage. The automated nature of this process allows MI admissions personnel to initiate these communications quickly and with minimal effort.
- Through duplicate management, MI can more effectively manage multiple inquiries from the same student, thus creating a better experience for the prospect and saving time for MI staff.

“We’ve realized many benefits from implementing Leads360, with the most significant being automation. Our admissions counselors are able to devote 30 percent more time to serving student needs because of the automation of the Leads360 system.”

Lou Grasso, Admissions, Musicians Institute

About Lou Grasso



LA-based Musicians Institute adopted Leads360's enrollment management software to help admissions staff manage student inquiries, automate enrollment processes, and convert more prospects to enrolled students. Admissions Rep Lou Grasso has seen a 60% increase in response times to new student inquiries as a result of Leads360's software.

LEADS360

Leads360 enables schools and businesses to distribute, track, analyze, and convert inquiries using a customizable workflow. Professional services, including training and process consulting, are also offered to deliver a highly effective solution for converting students. Schools and businesses look to Leads360 for solutions that allow them to minimize cost per enrollment, maximize their investment in leads and inquiries generated online and from traditional sources, and, ultimately, increase conversion rates for greater revenue.

For more information, visit: <http://www.leads360.com>.