

HOW A TOP-TIER HIGHER EDUCATION PROVIDER ACHIEVED A **163% CONNECTION RATE INCREASE**

BACKGROUND:

A large public, not-for-profit university has helped more than one million people further their education and careers. Its growth plans required effective nurturing and qualification of third-party aggregator leads. The university turned to **Warm-Transfer.com**, a service of Consumer Solutions Group (CSG), to improve lead connection rates and provide their admissions team with a higher percentage of qualified applicants.

CHALLENGE:

Warm-Transfer was tasked to scale the university's ability to reach prospective students and optimize the ROI on lower-performing, shared aggregator leads.

Warm-Transfer was given a two-week timeline to:

- 1 – improve ROI on lead spend across almost 100 educational programs.
- 2 – increase connection rates from key aggregator lead sources.
- 3 – inject fresh perspective and advanced technology solutions to a 10-year-old process.
- 4 – provide enhanced services and redundancy for their incumbent vendor.

Speed-to-lead, optimized messaging and cutting-edge technology solutions were critically needed to improve connection rates.

13.3%

CONNECTION RATE
IN FIRST MONTH

35.0%

CONNECTION RATE
IN SIXTH MONTH

163%

A 2.6X IMPROVEMENT
IN LEAD QUALIFICATION



I wanted a partner with whom we could develop strategically. Warm-Transfer is a great partner because they're open-minded. There isn't a 'menu.' They're willing to talk about and invest in the future.

That's what makes Warm-Transfer so different.

– Howard Kaplan, Business Architect



SOLUTION:

While adapting to existing data structures and workflow, Warm-Transfer by CSG introduced SMS messaging to the company's multichannel approach, testing different cadences and strategies to optimize connection rates. Based on 25 years of experience, they also wrote new call guide scripts to specifically target Graduate, Undergraduate, and Nursing markets. This enabled Warm-Transfer's U.S.-based call center staff to better qualify prospects and connect them with admissions advisors.

RESULT:

In only two weeks, Warm-Transfer's new multichannel approach was working flawlessly. Over the course of six months, **Warm-Transfer raised the percentage of total connections from 13.3% to 35.0%, an increase of over 163% percent.** The university's aggregator (lower-performing) leads now exceed their average results across all lead sources, which includes the highest-converting leads from their own website. Based on these early results, the university entrusted Warm-Transfer with more than double the initial monthly lead volume.

NEW LEADS RESULTS	MONTH	CONNECTION RATE
	MONTH 1	13.3%
	MONTH 2	16.4%
	MONTH 3	25.1%
	MONTH 4	27.0%
	MONTH 5	30.5%
	MONTH 6	35.0%

MAXIMIZE YOUR LEADS. WE'LL SHOW YOU HOW.

WARM-TRANSFER.COM 888 985 3686

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