

[CASE STUDY]

Increasing Enrollment with Harmony at Oklahoma Christian University

Goals

Oklahoma Christian University launched “Ike” throughout the Admissions section of their website to:

- > Gather contact information for prospective students
- > Assist them during the application process
- > Pass contacts and conversation transcripts into Slate



Ike

Providing application assistance

- > Most popular topics were Application requirements and Affordability
- > **78% of visitors** were satisfied with the bot answers
- > Average **35 messages exchanged** with the bot
- > **67%** opted to connect with an admissions rep after using the bot

Generating leads

- > **64%** of prospective students captured by Harmony were **brand new contacts** to OC
- > **63%** of prospective students **gave their mobile phone number** as well as email address
- > OC's communication plan includes calling, email, and various text follow-ups through Cadence, Mongoose's texting platform.

Encouraging application completions

- > Ike offered a special application fee waiver code to any prospective student who said they hadn't yet submitted an application
- > **12%** of those who received fee waiver code used it!
- > **31% of brand new contacts** captured through Harmony completed their applications