

SOUTHERN CAREERS INSTITUTE BOOSTS ENROLLMENT BY 15% WITH VELOCIFY



INDUSTRY

- Education

PROFILE

- Founded in 1960
- Campuses in Texas, Arizona and Washington
- Provides employment-tailored education across business, medical, skilled-trades, technology, and cosmetology

CHALLENGES

- Antiquated enrollment management system required constant manual workarounds
- System failed to properly manage inquiries and process duplicate prospects
- Difficulty optimizing opportunities and enforcing processes
- Limited reporting capabilities and unreliable data

SOLUTION

- Velocify LeadManager™
- Velocify Dial-IQ®

RESULTS

- Skill-based distribution strategy increased enrollment by 15% year-over-year
- Improved speed-to-contact attempt by 75% in just two months
- Integration with Student Information System (SIS) enhanced email nurture strategy, both pre- and post-enrollment
- Early SMS data suggests that SCI students are more than 15 times more likely to respond to text than email



BUSINESS CHALLENGES

Southern Careers Institute (SCI) specializes in trade-based education in business, medical, skilled-trades, technology, and cosmetology.

Despite its unique program offerings, SCI struggled to maintain and grow student enrollment due to an outdated enrollment system that required constant workarounds. SCI quickly realized that the current system could not support its forward-looking innovation and enrollment goals.

SCI sought to implement a more advanced enrollment management system to remain competitive with local community colleges. Adrian De La Garza, Executive Director of Marketing & Analytics at SCI, recalls that the primary objectives were to find a solution that could support custom inquiry distribution, provide actionable insights, and offer compliant marketing channels to nurture students throughout their time at SCI.

“Our old system was unable to process prospect inquiries and flag duplicates, which resulted in a lot of manual work and inconsistent data,” says De La Garza. “We needed a solution that could help optimize opportunities and improve the enrollment process.”

SOLUTION

SCI added Velocify LeadManager™ and Velocify Dial-IQ® in 2013, and saw an immediate impact on productivity. “Velocify helped enforce and automate the procedures we already had in place so we could streamline student admissions and continue to expand,” De La Garza says.

CUSTOM DISTRIBUTION INCREASES ENROLLMENT BY 15%

In the highly competitive education marketplace, having a distribution strategy that effectively routes prospects to the appropriate admissions team is imperative. Leveraging Velocify LeadManager, SCI created custom distribution rules and filters to automatically route student inquiries to specialty admissions advisors based on the program and campus of interest.

“With fourteen distinct programs falling under five different career umbrellas we decided to split up and train our admissions reps to become experts in specific programs,” explains De La Garza. “Once the training was complete, we needed a better way to route inbound inquiries.

Velocify's highly customizable distribution engine made our vision a reality, allowing us to easily route student inquiries to the right admissions advisor, increasing efficiency and creating a better overall experience for potential students."

SCI executed its distribution strategy with Velocify extremely well, and achieved a 15% increase in enrollment year-over-year with two triple digit enrollment months – something that had never happened before. In fact, SCI was so satisfied with the results that it expanded Velocify to its sister school, Coder Camps, where it successfully implemented a similar strategy.

INTEGRATIONS ENABLE STUDENT NURTURE PROGRAM

SCI is unique in that its admissions team works with students beyond just the initial enrollment phase. "Our mission is to nurture relationships with our students throughout their time at SCI, and our Student Information System (SIS) integration with Velocify helps us to achieve this," says De La Garza.

SCI integrates Velocify with its SIS to provide more transparency for the admissions team into the student journey. By integrating key data points like enrollment date, start date, and campus location, Velocify automatically triggers email and text messaging to support student success at SCI, from pre-enrollment through graduation.

"Texas is a highly regulated market, but Velocify helps ensure that all our email marketing is fully compliant and captured in one central system," explains De La Garza. "From reminding potential students that they have a campus tour appointment, to automating an email about financial aid to newly enrolled students, Velocify is key to our student nurture strategy."

ADVANCED ANALYTICS MAXIMIZE OPPORTUNITY

SCI leverages Velocify's customizable reporting to extract actionable insights and inform business decisions. For example, after analyzing Velocify reports, SCI adjusted its marketing spend and media mix, resulting in a significant increase in quality inquires.

SCI also recently leveraged Velocify reporting to substantiate the fact that they were struggling with speed-to-contact.

"Once able to prove the issue, we then used the data to pinpoint our biggest areas of opportunity – lunchtime and the last hour of the day," said Alicia Eaton, Director of Marketing Operations & Analytics at SCI. "This allowed us to work with team managers on more effective scheduling."

Additionally, Eaton reworked some of their distribution programs to minimize the time to get new inquiries out to reps. As a result of these adjustments, SCI maximized the speed at which inquiries were routed to reps, and within just two month saw speed-to-contact drop by 75%.

"Velocify helped enforce and automate the procedures we already had in place so we could streamline student admissions and continue to expand."

Adrian De La Garza,
Executive Director of Marketing & Analytics, SCI

SMS CONTACT STRATEGY FUELS INNOVATION

To remain competitive in the ever-evolving education space, SCI is consistently experimenting with new enrollment strategies and technology that can give them an edge. As text messaging continues to grow as a preferred communications channel for many of SCI's students, it was a natural area for experimentation.

"We're excited about Velocify's SMS features. It gives our reps another means of communicating with students," says De La Garza. "The SMS communication through Velocify is compliant and keeps record of conversations. We're eager to see how students respond."

SCI has seen a significant increase in engagement since adding SMS. In fact, early data indicates that SCI student prospects are more than 15 times more likely to respond to text than email.

To support its innovative new contact strategy, SCI recently added unlimited communication from Velocify, which includes unlimited SMS text messaging and emails. "Now we can deploy a really robust nurture campaign to support our enrollment efforts," explains De La Garza. "With unlimited communication we don't have to worry about overage fees, regardless of whether the messaging comes from marketing efforts or peer-to-peer communication with admissions."

COMPANY OVERVIEW - SCITEXAS.COM

Founded in 1960, Southern Careers Institute is a private, for-profit school with seven campus locations across Texas. Southern Careers Institute offers a unique model of career training based on market demands, specializing in employment-tailored education across business, medical, skilled-trades, technology, and cosmetology. Southern Careers Institute also offers a variety of technical and trade programs online; and in 2016, partnered with Coder Camps to provide specialized online education in web development and coding.



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