

## SUCCESS EDUCATION COLLEGES BOOSTS ENROLLMENT PERFORMANCE

Velocify takes the guesswork out of managing student inquiries and turns average admissions reps into stars at award-winning school



### INDUSTRY

- Education

### PROFILE

- Founded in 1966
- More than 45,000 graduates to date
- Southern California-based career college with nine campuses
- Offers Certificates and Associate of Science in Healthcare Administration

### CHALLENGES

- Existing enrollment management processes inadequate for managing inquiries
- No efficient way to track admissions rep performance

### SOLUTION

- Velocify LeadManager™ and Velocify Dial-IQ™

### BENEFITS

- Increased admissions team productivity
- Better enrollment workflow
- Real-time insight into admissions representative activity



### BUSINESS CHALLENGE

The admissions department at Success Education Colleges (SEC) was looking to improve on an enrollment management system that wasn't optimal for managing student inquiries because it required multi-step, manual processes that were too time consuming. Speed-to-inquiry performance was only average with the system, which had no click-to-call functionality. Assessing admissions rep productivity also required a time consuming, inefficient process. Managers needed a better solution to pinpoint each rep's daily results and interaction with prospective students and ensure a consistent admissions experience.

The school needed to improve admissions rep productivity and help their 30 team members focus on the most important activities to accomplish at any time during the work day. By more effectively managing their day, the admissions team could be freed up to spend more time interacting and having productive conversations with student prospects.

### SOLUTION

SEC chose to implement Velocify LeadManager and Velocify Dial-IQ. "Velocify makes sure our reps are accountable and focused on their number-one priority: helping potential students determine whether SEC is a good fit for them," said Michelle MacIntyre, Corporate Director of Admissions. "I especially love that I can click one button, filter the data, and see how each of our admissions reps is doing that day. That real time feedback helps us review performance and identify training opportunities, like discussing how to improve phone, interview and closing techniques."

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Michelle MacIntyre, Corporate Director of Admissions

With Velocify, the school is able to reach potential students with greater speed, enhancing its ability to connect with students when the prospect is most likely to be thinking about continuing their education.

#### GETTING TO PROSPECTS FASTER

Implementing Velocify paid immediate dividends for SEC. MacIntyre says, “With Velocify, our average response time has gone from about an hour to minutes and we’re able to track performance against our goal of responding in less than five minutes. A quality prospect experience is a top priority for us and being able to follow up quickly with potential students is a huge plus.”

#### MAXIMIZED PRODUCTIVITY

With both Velocify LeadManager and Velocify Dial-IQ working in concert, SEC takes advantage of intelligent dialing, calendaring, and other key capabilities to streamline the enrollment process. These innovative features create a closed feedback loop for admissions to track and determine next steps for each prospect, delivering dramatic improvement over the school’s previous process. Velocify LeadManager drives rapid inquiry response, more productive daily admissions activity and faster ramp-up time for new staff, as well as consistent response practices that help to make enrollment more predictable.

#### TURN AVERAGE ADMISSIONS REPS INTO STARS

“With Velocify, our reps are able to follow up better with inquiries and they are able to see exactly what they need to do,” said MacIntyre. “It enables the team to work smarter, and makes their life easier.” One of the school’s admissions reps, who had been an average performer for two years, transformed from what MacIntyre called a ‘Steady Eddie’ into the number two performer for the year. This success story clearly shows the benefits of implementing best practice admissions processes across the team.

#### GREATER INSIGHTS

Real-time access to data provides the school a level of control and insight that it had previously lacked. “The insight we get from Velocify helps us stay on task, keeps everyone motivated and makes the job fun.” said MacIntyre. “With Velocify’s guided enrollment solution, SEC now has the ability to keep admission reps productive, accountable, and able to yield better outcomes.”

#### COMPANY OVERVIEW

A leader in allied health education, Success Education Colleges (SEC) has been committed to training individuals to enter and advance in the health care field for nearly 50 years. SEC is system of nine postsecondary colleges and includes North-West College (seven campuses), Glendale Career College, and Nevada Career Institute. Accredited by the Accrediting Bureau of Health Education Schools (ABHES), Accrediting Commission of Career Schools and Colleges (ACCSC) and approved by the Bureau for Private Postsecondary Education (BPPE), Success Education Colleges offers a supportive educational environment for those ready to start a health care career. To date, the SEC has graduated more than 45,000 students—individuals who have gone on to raise the standard of excellence at health care organizations of all types.

In 2014, Success Education Colleges was named School of the Year by the California Association of Private Postsecondary Schools.



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