Dixie State University (St. George, Utah) previously relied on a CRM system that lacked flexibility and required an extended learning curve. Intuitive and easy to integrate, Enrollment Rx’s cloud-based CRM built on salesforce.com offered Dixie an intuitive solution for recruiting and tracking students throughout admissions, with minimal impact on IT resources.

The Challenge
Core to Dixie’s success as a higher education institution is efficient recruitment efforts, from identifying a prospect to follow-up and ultimately, enrollment. Dixie’s previous CRM technology was not intuitive, required an extended learning curve and lacked flexibility to track students throughout the admissions process. With disparate systems, emails and documents for student information, staff and recruiters lacked an efficient way to maintain contact with prospective students. In some cases, particular moves – e.g. inquiry to prospect to application to admit to register – would slip through the cracks.

In conjunction with implementation of an extensive communication plan, Dixie needed a CRM solution and associated workflow makeover that would help them use their time more efficiently and effectively. Additionally, they needed a product that was easy for student ambassadors to train on and that users could pick up very quickly.

At a Glance

Challenge
Needed increased flexibility and easy to use CRM to maintain contact with students

Solution
Streamlined student relationship management and boosted efficiency in recruiting efforts with Enrollment Rx’s intuitive, cloud-based CRM

Results
- Improved productivity within two weeks of going live
- Contributed to 47% increase in applications, 60% increase in admissions
- Minimal impact on IT resources

Dixie State University

Founded in 1911, Dixie State University is a teaching institution that strives to enrich its community and the lives of its students by promoting a culture of learning, values and community.

www.dixie.edu

CASE STUDY: DIXIE STATE UNIVERSITY

Student-Centered Enrollment Management Supports Increase in Productivity, Applications, Admissions

By automating enrollment management processes and workflow, Enrollment Rx has eliminated wasteful business practices and vastly improved the prospective student experience.
Why Enrollment Rx
Of 12 solutions evaluated, Enrollment Rx offered the most robust, intuitive and easy to use recruiting module on the market. Dixie implemented Enrollment Rx while shifting their focus to a more student-centered approach. The goal was to help professional staff be more efficient in recruiting efforts and streamline student relationship management.

Improved Student Experience
When employees are more efficient, students benefit from more immediate and focused attention. Enrollment Rx makes the whole process transparent so Dixie can track the student lifecycle and stay in better contact. By automating enrollment management processes and workflow, Enrollment Rx has eliminated wasteful business practices and vastly improved the prospective student experience.

Efficient Recruiting
Dixie State Enrollment Mentors are now much more proactive with identifying prospective students and can follow up with students immediately, moving a web inquiry to a prospect with just one phone call. Instead of relying on the enrollment system administrator to run a report, recruiters can now create their own reports to communicate with students before a high school visit. One part-time recruiter, for example, went from making only a handful of calls a day to an average of roughly 30 calls every single day.

Ease of Implementation/Integration
The cloud-based solution has proven to be an excellent choice: a cost-effective, efficient way for staying in contact, with minimal impact on IT resources. It was easy to integrate with Dixie’s existing systems and Dixie was able to get everyone on board quickly with minimal training.

Results
Enrollment Rx played a key role in the overall enrollment strategy at Dixie State University. The deployment of Enrollment Rx allowed the recruiters to be more sophisticated in their approach to communicating with prospective students, improving both the targeting and timing of the recruiting messages.

This along with a few other “tweaks” to the recruitment plan resulted in a 60% increase in the admissions rate. More importantly, and despite the recent economic downturn and other regional pressures, new student enrollment has increased by an average of 6% per year since the implementation of Enrollment Rx.

Dixie experienced productivity improvements after being live on Enrollment Rx for two weeks, and they’ve been impressed with the ability and opportunity to stay in touch with students and monitor staff’s recruiting efforts. Enrollment Rx has led to a more dedicated and focused staff, who have built sincere, trusted relationships with students throughout the decision making process.

About Enrollment Rx
Enrollment Rx provides innovative cloud-based CRM solutions that span the entire student lifecycle. Built on salesforce.com’s cloud computing platform, Enrollment Rx puts enterprise-class functionality, seamless integration and a proven partner ecosystem within reach of any size school. With Enrollment Rx, academic institutions can eliminate business process inefficiencies, maximize constituent engagement, and future proof their business for tomorrow, without overhauling the system when new devices, applications, or business processes are introduced.