



Enrollment Rx Improves Enrollment Efficiency for 5,000+ Annual Applicants

At a Glance

Challenge

Needed flexible, easy to use system to handle varying demands of diverse student body and programs around the globe

Solution

Help staff nurture relationships throughout the student lifecycle and streamline enrollment with Enrollment Rx cloud-based CRM

Results

- Increased efficiencies with paperless admissions
- Improved overall engagement with and service to constituents
- Laser focus on staff's strategic priorities



World Learning, comprised of an accredited academic institution working within an NGO, provides programs in more than 60 countries. They strive to cultivate global leadership, humanitarianism and social innovation with a mission to empower people and strengthen institutions through education, development and exchange programs.

www.worldlearning.org



World Learning went live on Enrollment Rx's cloud-based CRM in February 2013 to unify admissions processes across three of its major programs: The Experiment in International Living (summer immersion program for high school students); SIT Study Abroad (field-based, undergraduate study abroad program); and SIT Graduate Institute (international focused master's degrees, certificates and professional development programs.)

The Challenge

Since World Learning's existing ERP system was not built for enrollment management, it limited the organization's ability to track students across multiple programs, segment leads and tailor communications to individuals' interests. The organization needed an enrollment and admissions solution that worked with the ERP system and that was agile enough to handle the varying demands of a diverse student body and global programs. Flexibility and ease of use were also a priority in their goal to streamline enrollment and help staff nurture relationships throughout the entire student lifecycle.

"We are depending on the Enrollment Rx implementation to bring us forward and I have full confidence in the power of this system to drive enrollment."

**Jason Jensen,
Enrollment Systems Manager**

Why Enrollment Rx

World Learning turned to Enrollment Rx to unify the application process across its three programs and improve information flow amongst programs, staff and students all over the world.



"The success of the implementation stemmed from having the end result in mind from the beginning; Enrollment Rx helped us think through how the CRM should fit with our business processes and that input is invaluable."

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.

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50 staff across admissions, marketing and recruiting, as well as 70 academic directors are using Enrollment Rx. The medical review team, accounts receivable, student affairs and registrars' office also have access to the system.

Custom Application Portal

Enrollment Rx worked closely with World Learning to deliver a customized online application portal for more than 5,000 annual applicants. The portal includes a private log-in for parents, as well as advisors at more than 300 colleges, universities, high schools and partnership organizations.

The combination of the native salesforce.com platform with the Enrollment Rx application portal layer has created a consistent user experience irrespective of role or place in the student lifecycle. Everyone from students to parents to Study Abroad Advisors can view data from different perspectives.

Powerful CRM and Silverpop Integration

Historically, staff would respond to prospect inquiries with a generic email template. With Enrollment Rx, World Learning has been able to capture data through the application portal and integrate CRM with Silverpop marketing automation software to fundamentally change how they engage inquiries.

"I've watched how our engagement with inquiries has matured to campaigns with much more customized messaging," said Jensen. "The effectiveness of our personalized marketing campaigns is dependent on capturing actionable data, which is only possible with the well-planned data model and application flow that Enrollment Rx designed."

Business Analysis Expertise

Enrollment Rx's expertise in higher ed and deep understanding of World Learning's business processes were critical to a successful implementation. "The business analysis phase that leads to the creation of data models is the true value, because we don't have to rely on Enrollment Rx to build reports for us," said Jensen. "The quality of the data model is a reflection of their understanding of our process from the onset."

Previously, World Learning had 10,000 inquiries in the database that were difficult to segment, preventing them from optimally tailoring communications to individual students' interests. With Enrollment Rx, management and other parts of the organization have gained more visibility into data and business intelligence, which drives effective engagement across the entire constituent pool.

Results

"We have strategic priorities in enrollment that we haven't been able to focus on until now, because too much extraneous process was in the way," said Jensen. "Because Enrollment Rx is so easy to use, it has freed up time for staff to focus on high quality work, such as social media optimization and marketing engagement campaigns."

Thanks to Enrollment Rx, World Learning has gone paperless with all admissions documents and made huge gains in internal efficiencies, helping staff to track students and respond more quickly to inquiries for improved service to constituents. World Learning expects to see increased enrollments in 2014.