



Saint Louis University Integrates Student Data with Enrollment Rx, Improving Recruitment & Increasing Applications

At a Glance

Challenge

Needed to replace time consuming, error-prone processes for managing student data across multiple systems

Solution

Implemented a fully integrated CRM solution to access student data for effective recruiting

Results

- Increased completed admission applications by 10%
- Enhanced recruiting efforts
- Realized extensive time savings for students and staff



Saint Louis University (SLU) has recently celebrated their 200-year anniversary and is known as one of the oldest Catholic universities in the country. Located in St. Louis, MO, SLU serves nearly 13,000 students from all 50 states and nearly 80 countries. Publications such as Forbes and The Princeton Review have recognized the quality of SLU's academic programs, their outstanding faculty, and their dedication to serving their community.



Founded in 1818, Saint Louis University (SLU) is a Catholic, Jesuit institution with campuses in St. Louis, MO and Madrid, Spain. SLU offers nearly 90 undergraduate programs and more than 100 graduate programs, along with more than 25 undergraduate and graduate programs offered completely online.

slu.edu

The Challenge

The manual tracking of students was slowing down SLU's recruitment and enrollment processes. Their previous CRM system was difficult to use and only a few internal users were able to make it function properly. In addition, student data was disjointed across multiple systems and their staff relied on plugins to manually import data into the CRM. Many functions were happening outside of the CRM, which was time-consuming and error-prone.

"The out-of-the-box functionality offered with Enrollment Rx's product suite ensured that we didn't need a technology background to implement the CRM solution we were seeking."

Emily Anstoetter,
Director



“Enrollment Rx’s continuous improvement model encourages clients to offer feedback that directly impacts future product releases and functionality. Their commitment to their clients’ success enables us to provide better service to prospective students and their families.”

Emily Anstoetter,
Director

About Enrollment Rx

Enrollment Rx is a higher education technology company delivering innovative Constituent Relationship Management (CRM) solutions. Built on the Salesforce platform, Enrollment Rx puts enterprise-class functionality and limitless scalability within reach of any size school. Academic institutions rely on Enrollment Rx to eliminate business process inefficiencies, maximize constituent engagement, and future proof their technology strategy.

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Why Enrollment Rx

SLU was in the market for a modern recruiting tool to create a seamless flow of data across the student information lifecycle. According to Emily Anstoetter, Director of Communication, Office of Admission, having “every student contact, every admission document, and every campus visit in one spot” was a must on their checklist. In order to meet the needs of the undergraduate programs, SLU needed customizable solutions that they could implement in house. “Having access to ERX’s out of the box functionality meant we didn’t need a technology background to implement them,” said Anstoetter. “I remember being so impressed by [Enrollment Rx’s] confidence that this would be the most scalable solution for us as we tried to grow and reach our own institutional goals.”

Personalized Campaigns

Before implementing Events Rx by Enrollment Rx, SLU’s procedure for student visits was out of date and tough to manage. “If someone was interested in a campus visit, they would have to call us, tell us what activities they were interested in, and we would play phone tag to set it up,” said Anstoetter. In addition, SLU can now create marketing campaigns based on program of interest, application status, or geography. “This has made it easier for the SLU team to review each student’s interest and make sure that we direct them to the correct resources,” said Anstoetter. “It allows us to better communicate with students and their families regarding their options and individual needs.”

Simplified Applicant Portal

Before Enrollment Rx, SLU’s staff was consumed in manual, time consuming work to manage their student portals. After adopting the FormBuilder Rx product, their operations team built out a customized portal experience that allowed for undergraduate, online programs and Madrid to retain their own unique branding and have questions specific to their admission process. Other units within the University are currently in the process of moving to Enrollment Rx, such as dual credit high school and SPS graduate programs. FormBuilder Rx allows SLU the flexibility to scale applications quickly and efficiently while providing a unique experience to each group of people. “Following Enrollment Rx’s expansion and enhanced product offerings has allowed us to serve our students better,” said Anstoetter.

Results

The need for a scalable CRM was paramount to SLU’s ability to manage the recruitment process and effectively communicate with students. Since implementing Enrollment Rx’s products in 2013, SLU’s procedures have allowed them to better assist their students and prospects. Through streamlined communication strategies, customized review processes, and time saving data automation, they can nurture the student life cycle better than ever before. “There is a constant dialogue between ERX and the client in order to provide more increased functionality and better product releases,” said Anstoetter. “Because ERX is conscious in improving its service to its clients, we can be better at providing service to prospective students and families.”