



Enrollment Rx Contributes to Largest Class Ever at Northwestern Health Sciences University

At a Glance

Challenge

Needed consistent, responsive contact with students, many of whom are in the pipeline for up to two years

Solution

Replaced paper records and disparate spreadsheets with Enrollment Rx cloud-based CRM

Results

- Contributed to 30% increase in applications and higher conversion rate, leading to largest class ever
- Cut time spent on operational tasks by nearly two thirds
- Supports personalized, timely engagement with students



In response to the need for more consistent, responsive contact with students, Northwestern Health Sciences University went live on Enrollment Rx in May 2012. Despite a recent nationwide decline in inquiries and therefore a smaller pool of prospective students, Northwestern experienced a 30% increase in applications, leading to the university's largest enrolled class in Fall 2013. Enrollment Rx contributed to that success by supporting the staff's timely communication and highly personalized engagement with prospective students.



A leader in natural and integrative health care, Northwestern Health Sciences University advances and promotes natural approaches to health through education, research, clinical services and community involvement.

www.nwhealth.edu

The Challenge

The university is faced with a unique challenge, as students applying for the chiropractic program, for example, may remain in the pipeline for up to two years. With only paper records, disparate spreadsheets and emails, Northwestern staff lacked sufficient tracking and reporting capabilities and had difficulties maintaining consistent, timely contact with students.

"Enrollment Rx has been a game changer for us, helping us to regularly engage with students over a long period of time."

Kate DiAna,
Director of Admissions

Why Enrollment Rx

The cloud-based CRM solution from Enrollment Rx brings a new level of efficiency to Northwestern, enabling staff to gather a lot of information very quickly that previously took hours, and communicate with prospective students in a well thought out way.



"We've heard from students that we're more responsive and available than other peer schools and that kind of competitive advantage 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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Automated Workflow & Reports

Enrollment Rx's automated workflows and reports have helped Northwestern overhaul daily operations. For example, assigning tasks automatically – such as workflow when an application comes in, contacting a student as soon as an inquiry is made, or scheduling follow-up calls – significantly streamlines the process. In addition, automated reports help admissions staff to quickly pass along pertinent information to senior leadership.

New Metrics, New Insight

By ensuring consistent and accurate data, Enrollment Rx offers new insight into the university's business and into the customer, such as where leads are coming from or how long a student has been in the system.

Information that used to take hours to compile can now be accessed very quickly. For example, instead of putting a student on hold to find a missing transcript or pull a paper file, all application materials are easily accessed in Enrollment Rx, allowing admissions representatives to be much more responsive.

Customized Student Portal

The Northwestern online application and student portal from Enrollment Rx has eliminated time spent on paperwork and manually entering applications, providing an efficient, easy to use system for both staff and students.

Results

Due in part to Enrollment Rx supporting staff's timely, personalized communication, Northwestern saw a 30% increase in applications and improved conversion rates, leading to the largest class ever in the Fall of 2013.

The university also cut time spent on operational tasks by nearly two thirds, freeing up Northwestern admissions staff to focus on recruiting and communicating with students.

Next up for Northwestern will be expanding the Enrollment Rx implementation to additional constituents, including high school and college guidance counselors.