

CUSTOMER STORY

How an Online University Uses Clear Communication to Drive Event Attendance

Challenge

For this online university, communicating information about upcoming events is critical for enrollment success. However, university officials realized too much employee time was wasted making weekly individual calls to remind prospective students and guests of upcoming university events. Individual phone calls conveying important event information to prospective students and guests were inconsistent and susceptible to human error, creating confusion and consuming too much staff time.

“Manual calling was a time suck,” explained a marketing manager for the university. “People just have way too much on their plates.”

The university needed a way to ensure all communication with prospective students and guests was consistent, professional and completed in a timely manner.

Consistent and professional

communications with students and guests

Increased

event attendance and performance

Valuable

employee time saved



Solution

Frustrations with the manual calling approach created a perfect opportunity to try something new, and a university marketing team member suggested using OnSolve® One Call Now®. Implementation of the One Call Now communication solution turned out to be seamless.

The solution was “so easy and straightforward to set up and teach,” noted the marketing manager. “It’s great and simple!”

A representative uses One Call Now to simply record an audio message outlining university event information, reaching all prospective students and guests with no additional effort or time required.

Results

The online university’s prospective students appreciate the event reminders, which have made a big difference in event turnout.

“I can’t gush about it enough,” said the marketing manager. “We adore the system, and there has definitely been a correlation between using reminder calls and increased attendance. It has really made an impact on event performance.”

The university sends messages every week, and the One Call Now service is integral to the event process. Event communication is consistent and professional without requiring a large time commitment. One Call Now saves time and money and delivers measurable results.

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— Manager, University Marketing Events

Visit OnSolve.com/One-Call-Now to learn more.

