

CASE STUDY: GETTING YOUR TIME BACK WITH LIVE CHAT

THE QUESTION

Colleges and universities choose JetSpring live chat to make it fast and easy for students get the help they need.

Students, however, are not the only beneficiaries of a managed live chat solution. Using JetSpring agents to pre-qualify leads ensures that admissions teams engage only with the prospects that are most likely to convert.

With this in mind, JetSpring wanted to quantify the benefit of using live chat agents to vet leads before handing them off to admissions.

In other words, how much time and money is wasted by using traditional, self-managed live chat software, and how much is saved by JetSpring's managed solution?

THE SCHOOL

This study used data from a large, four-year private university client with a significant online learning division.

The institution draws in a diverse pool of applicants by offering a wide range of degree programs and professional certifications.

THE DATA

In order to determine how much time the school saved by using JetSpring to pre-qualify admissions leads, the study looked at the number of minutes per month during which agents chatted with unqualified leads.

The study specifically focused on data from May - August 2020.

	Total Chats	Total Unqualified Chats	Hours Spent on Unqualified Chats
May	2793	1821	167.38
June	2495	1586	170.33
July	2416	1529	161.08
August	2827	1940	225.25

THE RESULTS

65%

of total chats came from unqualified leads

181

hours was the avg time spent per month on unqualified chats

During the four months of the study, JetSpring agents spent most of their time fielding chats from low-value leads.

In fact, the time spent chatting with unqualified leads would constitute a full-time job for single person working a standard 40-hour, five-day work week.

Only about 35% of the overall chat volume came from qualified leads who were likely to convert to applicants or enrollments.

THE TAKEAWAY

The study proves that using JetSpring to prequalify website leads saved the institution a significant amount of time that would otherwise have been wasted on low-value leads.

Without JetSpring, the client would have needed an additional dedicated, full-time admissions counselor to field an average month's-worth of unqualified chats.

For perspective, at the time of this study, the average base salary of an admissions counselor is \$50,725/year (Glassdoor).

Beyond saving the client from the cost of a month's worth of work, however, JetSpring's chat solution freed up the admissions team to engage with the leads that mattered most, putting the school in a stronger position to convert as many website leads as possible.

THE JETSPRING DIFFERENCE

The **JetSpring Student Communication Platform** is designed to recruit, enroll, and retain students through multichannel communications, including outsourced 24/7 live chat, voice, and text messaging.

JetSpring is focused on student lead and life cycle management. Our team is there to support you from the time a prospective student visits your website to the moment they step off the graduation stage.

From start to finish, JetSpring is there to keep you and your students connected.

BENEFITS


- Boost Enrollments
- Increase Revenue
- Lower Costs
- Liberate Resources
- Strengthen Your Brand


FEATURES

- 24/7 Live Chat
- Outbound Voice
- Text Messaging
- Video Call Scheduling
- Chatbots

Want to learn more?
Schedule a demo today.

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