

UMKC sparks enrollment inquiries using live chat



About UMKC

University of Missouri – Kansas City is the largest comprehensive, fully accredited university in the Kansas City area. UMKC students come from all 50 states and 85+ countries, enriching their community with diverse perspectives. With more than 125 academic areas, students have a lot of opportunities to explore on their way to discovering and creating their perfect career.

Solutions used

- RNL Applicant Cultivator
- Conduit by PlatformQ Education

Summary

UMKC took a forward-thinking approach to yield immediate results for their 2019 class and to build a plan for 2020. For quick impact, the team collaborated with RNL to support demand generation and cultivation activities, investing in lists of undecided seniors late in the enrollment process in one final attempt to connect with as many interested students as possible.

Partnering with Conduit by PlatformQ Education, UMKC used the company’s campus connect chat widget (embedded directly onto their admissions webpage) to qualify new inquiries from their prospect pool. Leveraging their new list of prospective students, the admissions staff hosted a live informational chat directly on UMKC.edu, aiming to convert new inquiries by having students sign up to chat directly on their website. Current students shared their stories on the chat, while admissions officers fielded questions from prospective students or their parents about the admissions process. UMKC considered it a great success.

Results



- **40** new inquiries identified during the four-hour web chat.



- **800** unique visitors, more than **1,100** chat activities, and **1,400** page activities.



- **100%** of admitted students who participated in the chat enrolled.



We were ready to engage students as quickly as possible, but the level of engagement we have since our first chat experience through our website was unexpected. We aren’t just communicating with students through webcasting and chat ... We are building relationships with them. Leveraging Conduit is an incredibly rewarding experience for our entire admissions team, who are seeing a new and immediate way to build relationships with students we may otherwise have never interacted with.



—Alice Arredondo, Director of Admissions, University of Missouri – Kansas City

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