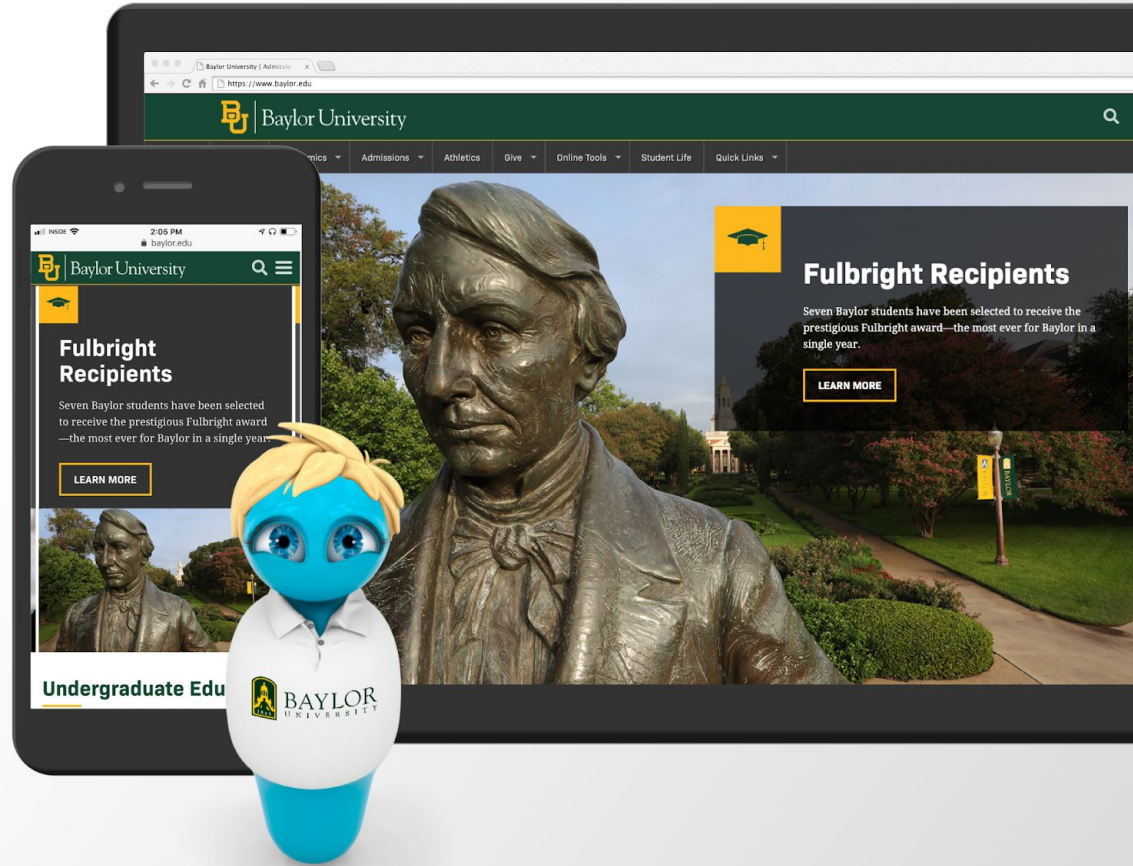


Success Story

Baylor strengthens communications between students, families and the university by using INSIDE

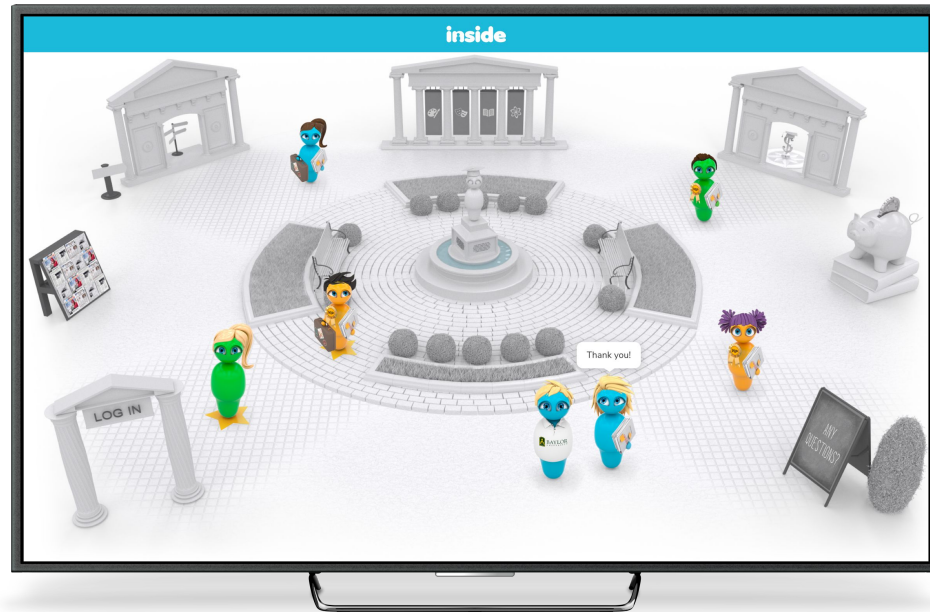


Summary

Baylor University sought a communication tool that would allow prospective and current students and their families to easily connect with the institution. Utilizing expertise of both the student and professional staff on hand, the University is connecting with a generation that's increasingly less likely to pick up the phone.

Challenge

Keep up with a population that is rapidly evolving in how they use technology.



"Overall I think people answer the phone less these days. We wanted another way to connect with students while they consider their college options"

Objectives

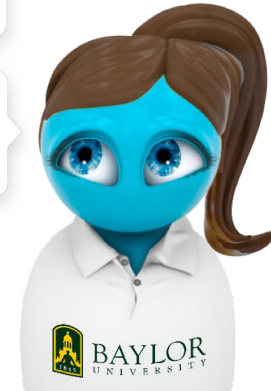
- ★ Make applications process seamless and allow prospective students to easily access all the information they need to complete their registration and enrollment
- ★ Connect with prospective students and provide them with the ability and freedom to ask questions and express their fears and anxieties about this transitive and exciting phase of life
- ★ Make difficult processes of financial aid, transfer credits, etc. less opaque so current and prospective students are empowered on their educational journeys



You'll have all the resources needed to succeed here

I feel much more confident now. I'm ready to enroll!

Great, I'm glad that I could help and I wish you luck!



"We've had amazing results as seen on our satisfaction surveys. Students say no other college has this and they're so thankful. Current and prospective students tell us that having the ability to chat with the admissions office shows how dedicated we are to helping our students. They appreciate that extra effort we take to meet their needs, and we wouldn't be able to do that without inside."

Results

Baylor connects with teens and young adults in a manner that makes them feel comfortable and safe. Younger generations are much more likely to reach out and open up via digital channels, so the ability to have seamless access to current students and academic advisors reassures and boosts their confidence.

- ★ Current students and staff use INSIDE to help prospective students smoothly navigate website and admissions process, increasing application numbers
- ★ Overall improved trust of current and future students. Younger generations credit live chat tool with trust and ease using Baylor's website
- ★ Ease of use increased with help of agents using INSIDE, which minimized the time enrollment took
- ★ Current and prospective students express gratitude for transparency regarding financial aid, admissions, transfer status, and registration, boosting overall user satisfaction scores





"When students come on their website, they're looking for specific answer to their question. INSIDE enables agents to give them quick info about their application and encourage them to apply. It's definitely helped us see an increase in application numbers!"

Alexis Glass
Coordinator of Telecounseling & Admissions Counselor
at Baylor University