

Study Reveals What Admissions Departments Can Learn From 5,000 Secret Shopper Inquiry Responses

Velocify and Sparkroom research evaluates what really happens after a student prospect clicks “submit” on an inquiry form

LOS ANGELES – August 24, 2015 – [Velocify](#) and [Sparkroom](#) just published the results of a secret shopper study on third-party website responsiveness to student inquiries called, “[Evaluating the Lifecycle of a Student Inquiry.](#)” To examine the journey of a student inquiry, the study evaluated response to 100 inquiries submitted to third-party sites, and logged more than 5,000 responses in 90 days.

“Our goal was to see how actual communications from third-party providers measured up against best practices proven to maximize enrollment yield,” said Martin Lind, director of the education vertical at Velocify. “We found a number of surprises, including the volume of inquiry re-selling to non-EDU companies by the third-party sites.”

Among the most significant takeaways:

Speed to Lead: More than one-third of the student prospects were contacted within the first 30 minutes of their inquiries and everyone received a call within 12 hours. Though this level of responsiveness is better than what is typically seen in other industries, it still falls short of best practices. Previous [Velocify research](#) has found that contact within one minute can increase enrollment rates by 391 percent.

And being the first to respond can also impact a student’s enrollment decision. According to the [2015 Online College Students Report](#), 43% students said they enrolled in the college that made the first contact.

Persistence: The prospects received more calls than recommended by best practices. In addition to wasting efforts, making too many phone calls can actually reduce the chances of a prospect enrolling.

Vendor Communications: Designed to capitalize on fading school efforts, vendor emails picked up on day 20 of the tracking period.

Reselling of Inquiries: A long list of non-EDU companies sent communications to our prospects, typically starting about 45 days after inquiry. The frequency was small, but still undesirable in the current compliance-focused atmosphere.

What can admissions teams learn from these findings?

Don’t expect true exclusivity. Between prospects submitting multiple inquiries and aggregator re-marketing, chances are slim that prospects are only talking to one school. In fact, research has shown that [66% of students contact more than one institution.](#)

Focus on effective contact frequency to achieve the best results. Learn when enough is enough. The study helps distinguish the best vs. the most typical practices.

A complimentary copy of the complete study can be download directly from Velocify's website by clicking [here](#).

About Velocify, Inc.

Velocify is a market-leading provider of cloud-based intelligent enrollment management software designed for schools that compete for students. Velocify accelerates performance – driving rapid inquiry response, increased discipline, improved productivity, and unique enrollment management insights. The company has helped more than 1,500 organizations across a variety of industries, becoming the platform of choice for organizations focused on improving enrollment rates, customer acquisition practices and performance. For more information, visit: www.velocify.com/highered, or connect via [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

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