CASE STUDY

University of Central Oklahoma
Decreases Campus No-Shows by 10%

UNIVERSITY OF
Central Oklahoma

Location: Edmond, Oklahoma

Public (4-Year, Regional)

Degree seeking students: 13,250

Information System: Ellucian CRM Recruit

Using **Cadence Text** in Admissions

Within six months of adopting Cadence Text, The University of Central Oklahoma reduced the number of no shows for campus visits and was better able to engage applicants.

The Challenge

The University of Central Oklahoma struggled with low enrollment and poor event attendance. UCO needed a solution to increase prospective student interest quickly and bring more students in for campus visits.

> Our competitors have had texting for a while, so for us, it's huge. It moves the needle to where our competitors are... (CRM) Integration allows for a more complete communication record.
>
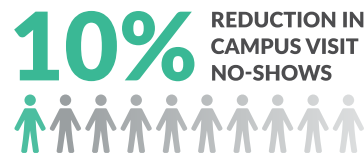> **Sarah Krivy,** *CRM Services-Undergraduate Admissions*

The Solution

UCO knew that personalized texting would be the best way to connect with prospective students. The platform they selected had to save staff time by integrating and automating contact imports to their Ellucian CRM Recruit.

Mongoose Cadence came highly recommended by peers who had previously used the software. University of Central Oklahoma implemented Cadence Text with the CRM integration.

The Results

Only six months into their partnership and three months into recruiting, the University of Central Oklahoma is seeing incredibly positive results. *The 1-1 conversations translate into accepted students.* The platform has also saved staff time with its intuitive design, automated features, and two-way CRM integration. They've reduced the number of students skipping campus visits by using text reminders.

10% REDUCTION IN CAMPUS VISIT NO-SHOWS

Convert more applicants.

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Make Every Message Count™