mongoose

Belmont University Achieves 10%+ Reply Rates and Predicts Yield with Mongoose

Overview

Belmont University, located in Nashville, Tennessee, serves a dynamic student body of undergraduate, graduate, and adult degree learners. With more than 8,900 students and a strong commitment to student-focused education, Belmont is committed to investing in technology to streamline communications and improve enrollment outcomes. By leveraging the Mongoose Conversation Intelligence Platform, Belmont's enrollment team has transformed how they engage prospective undergraduates, using smart messaging, segmentation, and predictive analytics to create a more personalized and effective student journey.

Challenge

Before using Mongoose, Belmont faced challenges familiar to many enrollment marketing teams: students were overwhelmed by the volume of emails they received from institutions, often leading to low engagement and dropped-off conversations. The institution needed a solution that would cut through the noise, allow for real-time two-way communication, and offer insight into what was—and wasn't—working across the enrollment funnel. Additionally, Belmont required a flexible tool that could be customized for undergraduate recruitment while offering scalability and in-depth analytics.

Solution

Belmont implemented Mongoose Conversation Intelligence for undergraduate enrollment communications, using it from initial inquiry through final yield efforts. The university adopted a strategic, data-informed approach, eschewing broad, impersonal messages in favor of highly targeted campaigns and intelligent automation. **Lindsey Hurst, Director of Enrollment Marketing & Communications at Belmont,** said,

> " We're trying to be surgical with who we're reaching out to. We personalize as much as possible, protect our opt-out rate, and increase our reply rate through relevance and timing.
>
> *LINDSEY HURST*

Key Mongoose features in use include:

- **Smart messaging** for automated decision-based flows
- **Segmentation** using merge fields and CRM data
- **Campaign tracking** with UTM parameters
- **Conversation Intelligence analytics** for sentiment and engagement
- **Team inboxes** for scalable counselor follow-ups
- Student ambassadors leveraging **peer-to-peer outreach**

Implementation & Impact

Personalized, Two-Way Communication

Belmont uses Mongoose across the entire undergraduate student journey, from initial inquiries to post-admission nudges. Key campaigns include:

- Segmented application deadline reminders
- Intent-to-deposit outreach
- Follow-ups for incomplete applications
- Personalized yield campaigns tied to state-specific promotions (e.g., Tennessee Free App Week)

Every message is crafted to sound conversational, relevant, and low-pressure—an intentional choice designed to increase trust and reply rates. As Lindsey described,

> " Mongoose is not just a means to an end; it's a resource. Students know they can reply and get help from an actual person.

Measuring Engagement in Real Time

Using Mongoose's Conversation Intelligence Dashboard, Lindsey and her team monitor reply rates, sentiment scores, and campaign performance metrics in real time. This allows them to:

- Track and maintain a **10%+ reply rate year-round**
- Use smart messaging and UTM links to assess campaign ROI
- Prioritize outreach by identifying students who respond positively or commit to application milestone
- Avoid duplication and fatigue by mapping out which inbox is messaging each student

> **The ability to segment and set goals around reply rate and sentiment has been a game-changer for how we think about success.**
>
> *LINDSEY HURST*

Predicting and Shaping Enrollment Outcomes

Beyond communication, Belmont has begun using Mongoose as a predictive planning tool. Through smart surveys and behavioral responses, they assess which students intend to deposit or apply, weeks before official deadlines. These insights help:

- Forecast yield and enrollment numbers more accurately
- Narrow counselor outreach to the most likely converters
- Plan team workload and strategic initiatives with more confidence

> **We're future-casting conversion rates across the pipeline. The students are telling us what they plan to do, and we're using that to prioritize who our team follows up with next.**

The Mongoose Difference

Powerful Features for Modern Teams

Belmont cited several standout features that made the Mongoose Conversation Intelligence Platform indispensable:

- **Smart Messaging:** Automated yes/no and multiple-choice campaigns allow for faster replies and proactive student support—even when counselors are on the road.
- **Segmentation and Merge Fields**: Enables messaging that feels highly personalized at scale.
- **Conversation Analytics:** Provides a real-time view of what's working, what's not, and how students feel about it.
- **Ease of Use:** New team members only require a single training session to feel comfortable using the platform.

Strategic, Scalable, and Student-Centric

Mongoose has enabled Belmont to run targeted, efficient campaigns while maintaining a high-touch, human feel — something critical to their brand and mission. Lindsey said,

> **This is one of the easiest tools to learn on our team. But it's also one of the most powerful. You can be as creative as you want, and that creativity turns into impact.**

Conclusion

By adopting the Mongoose Conversation Intelligence Platform, Belmont University has enhanced its ability to communicate meaningfully with students across the funnel, improve reply rates, and plan for enrollment outcomes with greater precision. What began as a texting solution has evolved into a critical component of Belmont's enrollment marketing strategy, one that empowers their team to work smarter, communicate authentically, and hit their goals with clarity and confidence. As Lindsey summarized:

> **We don't want to be in the business of repeating the same tactics that aren't working. Mongoose gives us the tools to pivot, personalize, and improve...and the results speak for themselves.**

Mongoose Conversation Intelligence Platform   **Learn more**   hellomongoose.com