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Buena Vista University Achieves $135,588 in Net New Tuition Revenue with Mongoose Chat

Overview

Buena Vista University (BVU), a private four-year institution in Storm Lake, Iowa, serves nearly 2,000 full-time students with a focus on personalized education and student engagement. By implementing Mongoose Text & Chat with Jenzabar, BVU has strengthened its admissions communication, generating 234 new student inquiries and enrolling 20 additional students. This enhanced engagement has resulted in $135,588 in net tuition revenue, showcasing the impact of a streamlined, responsive communication strategy.

Challenge

Buena Vista University needed to simplify their website experience for prospective students. Their existing live chat was lost on their website and prospects needed help navigating to key information. Staff were burdened with answering the same questions over and over.

Solution

Buena Vista University was already working with Mongoose Text when Mongoose launched their higher ed chatbot solution. With their existing partnership and extraordinary client support experience, BVU selected Mongoose's chat solution.

They easily installed Chat on admissions website pages with a snippet of code and Mongoose programmed answers for the top questions BVU staff repeatedly answered. When a prospective student needed additional support, a staff member was looped into the conversation to assist.

Key Outcomes

Mongoose Chat generated 234 new student inquiries, enrolling 20 additional students and adding $135,588 in net new tuition revenue.

BVU added

$135.5k

in net new tuition revenue

Frequently asked admissions questions were answered without human intervention, allowing staff to focus on tougher conversations and relationship building. Buena Vista University is able to provide hyper-personalization students need without additional staff.

Mongoose Conversation Intelligence Platform

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