

How Buena Vista University added \$135,588 in net new tuition revenue with Web Chat

Overview

Buena Vista University (BVU), a private four-year university in Storm Lake, Iowa, serves nearly 2,000 full-time students with a focus on personal attention. Already a Mongoose Text partner, BVU added Web Chat to make its admissions website easier to navigate.

INSTITUTION	Private university
LOCATION	Storm Lake, IA
STUDENTS	~2,000 full-time
DEPARTMENT	Admissions
CHANNELS	Text, Web Chat
CRM	Jenzabar

The challenge

BVU's existing live chat was easy to miss on the website, and prospective students struggled to find key information. Staff answered the same questions over and over.

- Live chat buried on the website
- Prospects couldn't find key information
- Staff repeating the same answers

Why Mongoose

BVU already worked with Mongoose for Text, so Web Chat was a natural next step. The team added it to admissions pages with a snippet of code, Mongoose set up answers to the questions staff heard most, and staff join the conversation when a student needs a person.

- Live with a single snippet of code
- Answers to top admissions questions
- A staff handoff whenever it's needed

234

new student inquiries from Web Chat

20

additional students enrolled

\$135,588

in net new tuition revenue

Routine admissions questions now get answered without staff, so the team can focus on tougher conversations and relationship building, and BVU delivers the personal attention students expect without adding staff.