

NWOSU Scales 24/7 Student Support and Enrollment Engagement with Mongoose Chat

Overview

Northwestern Oklahoma State University (NWOSU), a four-year public institution in Alva, Oklahoma, serves a diverse student population across rural communities. With a commitment to student-centered support, NWOSU launched the LASSO Center—a one-stop shop for academic coaching, advising, and student services—to strengthen retention and persistence. As part of its Title III SIP grant, NWOSU adopted the Mongoose Conversation Intelligence Platform to support high-touch, high-impact student communication at scale. The result? Stronger engagement, reduced friction, and better service, especially for students who need answers outside traditional office hours.

Challenge

NWOSU's small but mighty student success team, led by **Lisa Cline, Title III LASSO Project Director**, faced several hurdles:

- An outdated website made it difficult for students to find key information
- Email was ineffective and often went unanswered
- Staff lacked visibility into what students needed, especially after hours
- Students had to rely on in-person visits or phone calls, limiting accessibility

NWOSU needed a solution that could provide real-time support, 24/7 availability, and a seamless way to triage inquiries across departments.

Solution

Through Mongoose Conversation Intelligence, NWOSU deployed a chatbot and live chat integration to streamline communication and improve the student experience, without expanding staff capacity.

Lisa's team monitors conversations daily, using chat data to uncover trends, identify pain points, and proactively follow up with students. Key implementation strategies include:

- Using chat transcripts to track common questions (e.g., housing, enrollment, meal plans, academic advising)
- Offering live support when chatbot responses fall short or when a personal touch is needed
- Promoting the chatbot through orientations, LASSO Center tours, and onboarding Zoom sessions
- Training students to rate bot responses (thumbs up/down) so the AI continuously improves

“ I log into it every day to see what people are asking. It helps us understand student needs, and often lets us intervene before someone gets frustrated or lost.

LISA CLINE

Implementation & Impact

Always-On Student Support

Students now receive helpful answers even at 4 a.m., from enrollment deadlines to dorm questions to password resets. The chatbot also directs students to the LASSO Center when it can't find an answer, reinforcing NWOSU's "one-stop shop" model. Lisa said,

“ The chatbot fills a huge gap in after-hours support. Students feel heard, even when we're not there.

Personal Follow-Up from Real Staff

When students leave messages, LASSO staff follows up via phone or email. In some cases, students are surprised to receive live support, reinforcing NWOSU's reputation for responsiveness and care. Lisa added,

“ A student messaged that he changed his mind about the military and wanted to attend college. I called him right away and helped him get started. It was that fast.

Improved Enrollment Experience

While the chatbot answers FAQs, it also plays a role in guiding students through the admissions funnel:

- Directing prospective students to the correct academic advisors
- Sharing links to onboarding resources like orientation videos
- Helping international students find the right program info

Implementation & Impact, cont.

- Triaging inquiries to the LASSO Center for personal support

“The chatbot helps with one of the biggest hurdles: Who do I contact to enroll? And it makes the website easier to navigate while we work on a full redesign.

LISA CLINE

Support for Staff and Campus Culture

The chatbot has become an extension of NWOSU's tight-knit campus. Even community members and staff use it to find event info or internal forms.

“We're in a small town, and we pride ourselves on service. The chatbot helps us scale that personalized experience, even online.

The Mongoose Difference

24/7 Chatbot + Human Follow-Up

Enables support at any hour with personal intervention when needed.

Conversation Insights

Surfaces trends in student questions and seasonal needs.

Student Engagement

Encourages students to self-serve while knowing a real person is there if needed.

Cross-Department Support

Supports everything from housing to enrollment to athletics navigation.

Culture Fit

Aligns with NWOSU's values of responsiveness, mentorship, and community care.

Future Plans

As NWOSU prepares to roll out a new website, Lisa's team plans to integrate more helpful, chatbot-accessible documents, like department advising lists and application timelines, so students can get better answers, faster.

They also plan to expand chatbot usage into new areas of the student lifecycle, continuing to position Mongoose as a critical pillar of retention and engagement strategy. Lisa concluded,

“We call ourselves a one-stop shop, and the chatbot helps us prove it.

Mongoose Conversation Intelligence Platform

Learn more

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