mongoose

Mongoose Drives 30% Increase in Event Signups, Powers Global Enrollment at Thomas More

Overview

Thomas More University, a small Catholic institution in Kentucky, serves a diverse and growing student body, including a rapidly expanding international population. As a university with limited resources and a lean admissions team, Thomas More required a strategic approach to communicate effectively throughout the student journey, from initial inquiry to post-enrollment support. By implementing Mongoose's Conversation Intelligence Platform, including WhatsApp capabilities, Thomas More has created a centralized, responsive, and scalable communication strategy. Mongoose empowers the team to engage domestic and international students in real-time, support enrollment and retention goals, and deliver high-quality student service with measurable outcomes.

Challenge

With a rolling admissions model and multiple student populations to support—including domestic undergraduates, traditional international students (primarily athletes), and international graduate students—Thomas More needed a communication platform that could:

- Consolidate outreach across various admissions and support teams
- Enable two-way, personalized conversations
- Serve students throughout the entire enrollment lifecycle
- Support international students who rely heavily on mobile-first tools like WhatsApp

Additionally, Thomas More required a platform that would be easy for a small team to manage while still providing detailed segmentation, outreach automation, and reporting to inform enrollment strategy.

Solution

Thomas More uses Mongoose Conversation Intelligence to manage both Text and WhatsApp outreach across the student journey, from inquiry to retention. The platform is fully integrated with Thomas More's CRM (Slate), allowing the admissions team to segment audiences, automate campaigns, and respond to students efficiently. **Tony Otten, Associate Director of Admissions at Thomas More**, said,

> " **I'm the only super user for Mongoose. I manage the texting plans, templates, queries, and campaigns. The fact that I can do that from a centralized platform like Mongoose makes it manageable, even for a small team like ours.**
>
> TONY OTTEN

Thomas More's international admissions team uses WhatsApp via Mongoose to engage students in Latin America, Europe, South Asia, and Africa, while SMS is used broadly for domestic students. The team sends targeted messages to drive event signups, encourage application completion, reduce summer melt, and assist with visa-related documentation.

Implementation & Impact

Streamlined Event Signups and Yield Campaigns

Texting through Mongoose has led to measurable improvements in event engagement, one of Thomas More's most important conversion levers. Tony noted that he didn't have a specific reply rate number, but he tracks link requests and event signups.

> " **From one mass text, we might get 25 students asking for the event link. For a school our size, that's huge. We're already 30 students ahead for fall preview day compared to last year, and texting has been a big part of that.**

Using Mongoose's auto-replies and campaign tracking, the admissions team knows which outreach efforts lead to real action and can adjust messaging accordingly.

Supporting International Students with WhatsApp

Thomas More's international population has grown steadily over the last six years. Students from Latin America, South Asia, and beyond rely on WhatsApp as their primary communication method, particularly during the visa and documentation process. Before implementing WhatsApp through Mongoose, international communication was limited to email or cumbersome Zoom meetings. Now, Thomas More provides a single, centralized WhatsApp inbox that allows students to:

- Get real-time answers from multiple team members
- Submit required documents quickly
- Resolve issues without long delays or miscommunication

Implementation & Impact, cont.

> "The instant responsiveness matters. They have so many questions about forms, their I-20s, CPT, travel, and more. WhatsApp lets us help them faster and better.
>
> — TONY OTTEN

Centralized Communication, Smarter Workflows

With Mongoose's shared inbox features, the Thomas More team no longer relies on siloed email chains. Whether it's the Designated School Official (DSO), an admissions counselor, or the enrollment manager for Global Education, everyone can access and triage student messages in one place. Tony said,

> Email just doesn't cut it for international support. With Mongoose WhatsApp, we have a shared space, so no one's left hanging if someone's out sick or on vacation. That centralization is a game-changer.

Improved Onboarding and Retention

Thomas More also uses Mongoose for post-deposit outreach. Summer campaigns are sent to "keep students warm" through the first day of classes, reducing melt and creating an early sense of belonging. Students continue to use WhatsApp even after arriving on campus. "We have current students reaching out about travel emergencies, I-20 renewals, or OPT," said Tony. "It's become their trusted resource."

The Mongoose Difference

Scalability for Small Teams

As a team of one, Tony uses Mongoose to execute what would typically require multiple staff members: designing, scheduling, and measuring text campaigns through a single dashboard. Tony noted,

> Mongoose makes our communications scalable. I do all the mass messaging, segmentation, and reporting myself.

Smart Outreach via WhatsApp Templates

The recent integration of Meta-approved templates into Mongoose has allowed Thomas More to initiate outbound WhatsApp messaging, where previously they could only respond. Tony said,

> Before, we had to wait for the student to message us first. Now we can initiate contact. And we don't have to go through Meta Business Manager to create the templates; it's all inside Mongoose.

Cost-Effective ROI

Thomas More sees clear returns from WhatsApp. The platform has already helped recruit more than one additional international student; the ROI is immediate. Tony explained,

> Costing one-fifth the revenue we receive from a traditional student, WhatsApp pays for itself if it helps us enroll even one more international student. And we know we're doing more than that.

Future Plans

While current WhatsApp efforts focus on servicing enrolled and in-progress international students, Thomas More is exploring segmented marketing campaigns in the future. Tony said,

> We have good problems; we're swamped with interest. But as we grow, I can see us using segments and templates in WhatsApp to do more proactive recruitment.

Conclusion

Mongoose's Conversation Intelligence Platform has enabled Thomas More University to engage students across the full lifecycle, from initial inquiry to onboarding and beyond. With Text and WhatsApp now centralized, scalable, and integrated with Slate, Thomas More has streamlined its communications, improved student service, and bolstered its enrollment success. Tony concluded,

> Good service generates more engagement. And Mongoose helps us deliver that service at scale. Whether it's a student trying to enroll or someone already on campus, we're there, and they know it.