mongoose 🐾

Transform Enrollment and Admissions with Conversation Intelligence

Drive Engagement with Compliant, Empathetic, AI-Driven Conversations

Higher education institutions face mounting challenges, including the looming enrollment cliff, increased competition, and rising student expectations for personalized, digital-first experiences. Outdated CRMs and email-heavy outreach fail to meet student preferences for multi-channel communication, leading to application drop-offs, incomplete enrollments, and summer melt. These gaps, combined with the need to scale communication while maintaining compliance, leave admissions teams struggling to build trust and inspire action.

Mongoose's Conversation Intelligence Platform (CIP) enables teams to overcome these challenges by facilitating personalized, multi-channel conversations that build trust and drive results.

> Hi Jason, this is Oliver, your Admissions Counselor at Mongoose U. Just wanted to check in—how's your application coming along?

> Honestly, I'm feeling a little overwhelmed with everything.

> I totally get that, Jason. The process can be a lot—how can I help lighten the load for you?

18.1M
number at which undergraduate enrollment topped out in 2010-11.
(Deloitte Insights)

50%+
of students rank college applications as their most stressful academic experience.
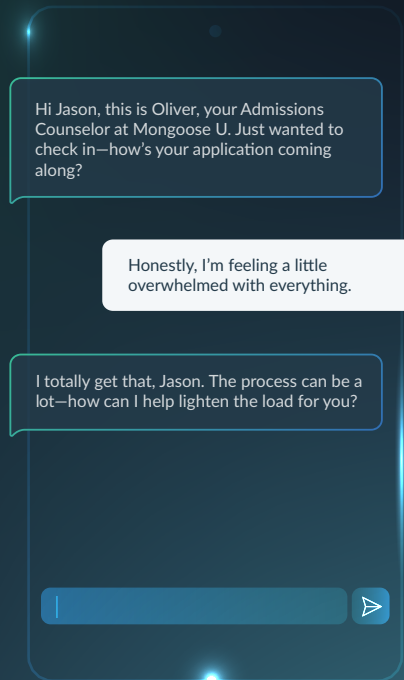(Higher Ed Dive)

10-40%
of high school graduates that intend to enroll in college but fail to do so (summer melt).
(National College Attainment Network)

90%
of people open a text within 3 minutes, compared with the 20 percent of people who even open an email.
(PCMag)

What is Mongoose?

Mongoose is a Conversation Intelligence Platform built to transform how institutions engage prospective students throughout the admissions process. With AI-powered messaging, real-time analytics, and multi-channel support, Mongoose enables institutions to meet students where they are, driving impactful engagement and enrollment success. It empowers teams to:

Anticipate Needs
Leverage conversational data to understand and address student priorities.

Build Trust
Deliver empathetic, personalized messaging that fosters meaningful connections.

Engage at Scale
Enable compliant, multi-channel outreach across text, chat, and WhatsApp.

The Mongoose Advantage

Mongoose's CIP redefines student engagement by turning unstructured data into actionable insights and enabling admissions and enrollment counselors to build meaningful, two-way connections with students. These connections foster trust and inspire action throughout the enrollment and admissions journey. Mongoose equips these teams with the tools needed to thrive in a competitive higher education landscape by enabling relevant, empathetic, multi-channel engagement at scale – while ensuring compliance with communication standards.

Empowering Enrollment & Admissions Teams to Drive Results

Mongoose enables enrollment and admissions teams to overcome challenges with tools designed to foster relationships, enhance engagement, and reduce barriers to application completion.

Built Trust Through Personalization

- Deliver relevant, tailored messages to prospective students via text, chat, and WhatsApp.
- Meet students on their terms with multi-channel communication that respects their preferences.

Reduce Drop-Offs with Timely Follow-Ups

- Automate reminders and nudges to guide students through each step of the application process.
- Keep accepted students engaged to mitigate summer melt and improve yield rates.

Enhance Engagement with Real-Time Interaction

- Respond instantly to inquiries with live chat and AI-powered assistants.
- Provide 24/7 support with automated, empathetic replies, reducing application barriers.

Leverage Data for Smarter Outreach

- Analyze engagement trends and student emotions and key topics to refine messaging strategies.
- Use predictive insights to optimize communication touchpoints and drive higher conversion rates.

Key Features Driving Enrollment & Admissions Success

Multi-Channel Communication
- Connect with students via text, chat, and WhatsApp.
- Seamlessly transition between chat and text for uninterrupted conversations.
- Expand global reach using WhatsApp, the preferred platform for over 2 billion users.

AI-Driven Insights and Automation
- Identify student emotions and key topics to enable personalized outreach.
- Automate reminders, follow-ups, and chatbot responses to save staff time.
- Provide 24/7 support with AI-powered assistants to maintain engagement.
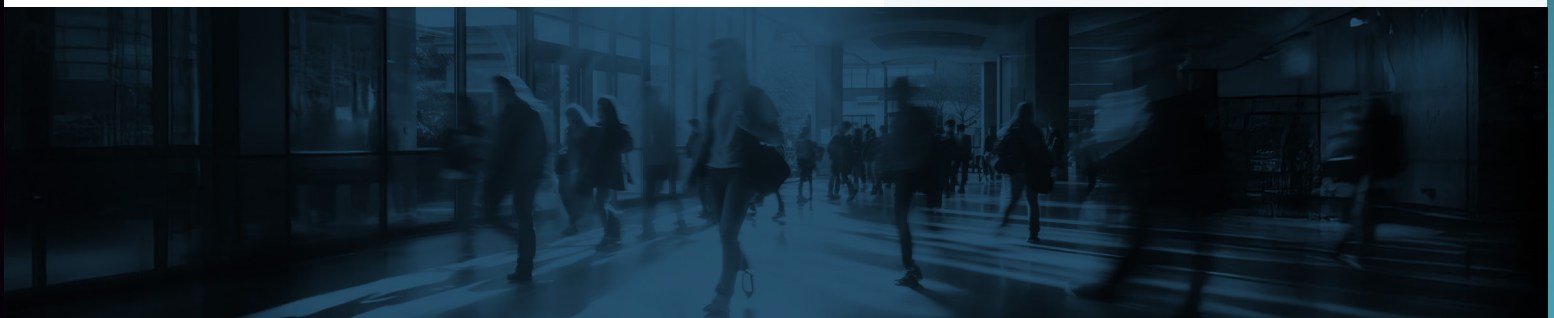
Real-Time Engagement Tools
- Use live chat to offer immediate assistance, building trust and addressing student needs.
- Deliver empathetic responses at scale to create impactful, relationship-driven communication.
- Provide 24/7 support with AI-powered assistants, ensuring students can get answers anytime, reducing barriers to engagement.

Streamlined Outreach and Customization
- Use dynamic templates to craft messaging that reflects institutional values and culture.
- Automate repetitive tasks like follow-ups and deadline reminders to keep students on track.
- Segment audiences based on engagement data to deliver highly targeted and relevant outreach.

Compliance and Data Security
- Ensure all communications align with institutional and regulatory standards.
- Protect sensitive student data with robust security protocols, building trust and safeguarding institutional reputation.
- Standardize communication workflows with approved templates and messaging protocols to ensure consistency and compliance across all channels.

Proven Success You Can Trust

Mongoose has delivered measurable results for institutions across the enrollment journey:

60%
Increase in Completed Applications

Eastern Washington University achieved this milestone through personalized outreach.

38%
Year-Over-Year Enrollment Growth

Jacksonville State University achieved this growth through effective communication strategies.

98%
Retention Rate

Carroll University sustained this rate with text-based engagement.

10%
Reduction in Campus Visit No-Shows

The University of Central Oklahoma reached this goal using Mongoose to improve visit engagement.

20-30%
Response Rates Stabilizing Enrollment

South Texas College achieved these rates, helping to stabilize enrollment.

85%
Enrollment Likelihood

Minnesota State University Moorhead saw this likelihood among prospective students who engaged with 16 personalized text messages.

Conversations That Advance Lives

Mongoose helps institutions connect with students where they are, fostering meaningful relationships and driving enrollment success.

Insights

Use data to refine outreach and anticipate student needs.

Empathy

Deliver personalized communication that builds trust.

Relevance

Tailor messaging to meet student expectations.

Scale

Streamline communication for consistent engagement.

Trust

Ensure all messaging aligns with institutional values and compliance standards.

Ready to lead the conversation? Transform your enrollment and admissions strategy with Mongoose today.