

Power Admissions and Enrolments with all-round texting automation.



Staring at shrinking administrative and counselling staff across institutions, colleges need to greatly simplify student recruitment, the on-boarding sequence, and paperwork requirements.

Seeing how texting has emerged as a preferred communication channel for your students, the response rate and convenience you give your prospective students through text messaging greatly accelerate the enrolment process. 360SMS App not only automates student conversations but also update the Salesforce CRM for greater user ease.

Automated, personalized conversations with students during the recruiting, enrolment, and application process not only enhance the process overall but also built a strong relationship with students.

Application process automation with 360SMS

Opt-In and initiate the conversation.

Juggling incoming inquiries from existing students can be overwhelming enough, and yet, colleges can't risk taking compliance lightly. On their own though, prospective students are highly unlikely to probe further about your programs or make inquiries. It's also partly because students tend to scout several universities at once.

But, when you're in their realm, speaking their vernacular, in their platform of preference, it lets them open up to you and ask more. They can start conversations that your admissions teams could pivot into deliberations about enrollment and program offerings. This also helps you contain their attention and divert less of it to campuses competing for the same student pool.

You could lead into the Opt-in with a pre-decided keyword advertised and promoted prominently across channels and set up the 360 SMS App to respond to it. Telephone Consumer Protection Act (TCPA) compliance with consent-capture makes it easier to receive pre-recorded messages and bulk text through the 360 SMS App's Opt-In feature without compromising on the act.

Put yourself out there and reel in would-be applicants.

Broadcasted with batch messaging from Salesforce list view, reports, or Campaigns and let your target audience know about program offerings and where they can sign up.

Instead of sitting on data from the student leads your counselors and website interact with, it's always a great idea to try and get a greater number of students to apply early on before they're enticed by programs from other universities.

360 SMS Built-in link tracking will immediately alert the Salesforce user when Adam clicks on the link.



Send an automated personalised message on form submiss

When Adam responds, 360SMS will notify Sam over email, the Salesforce 1 mobile app or directly via text message.



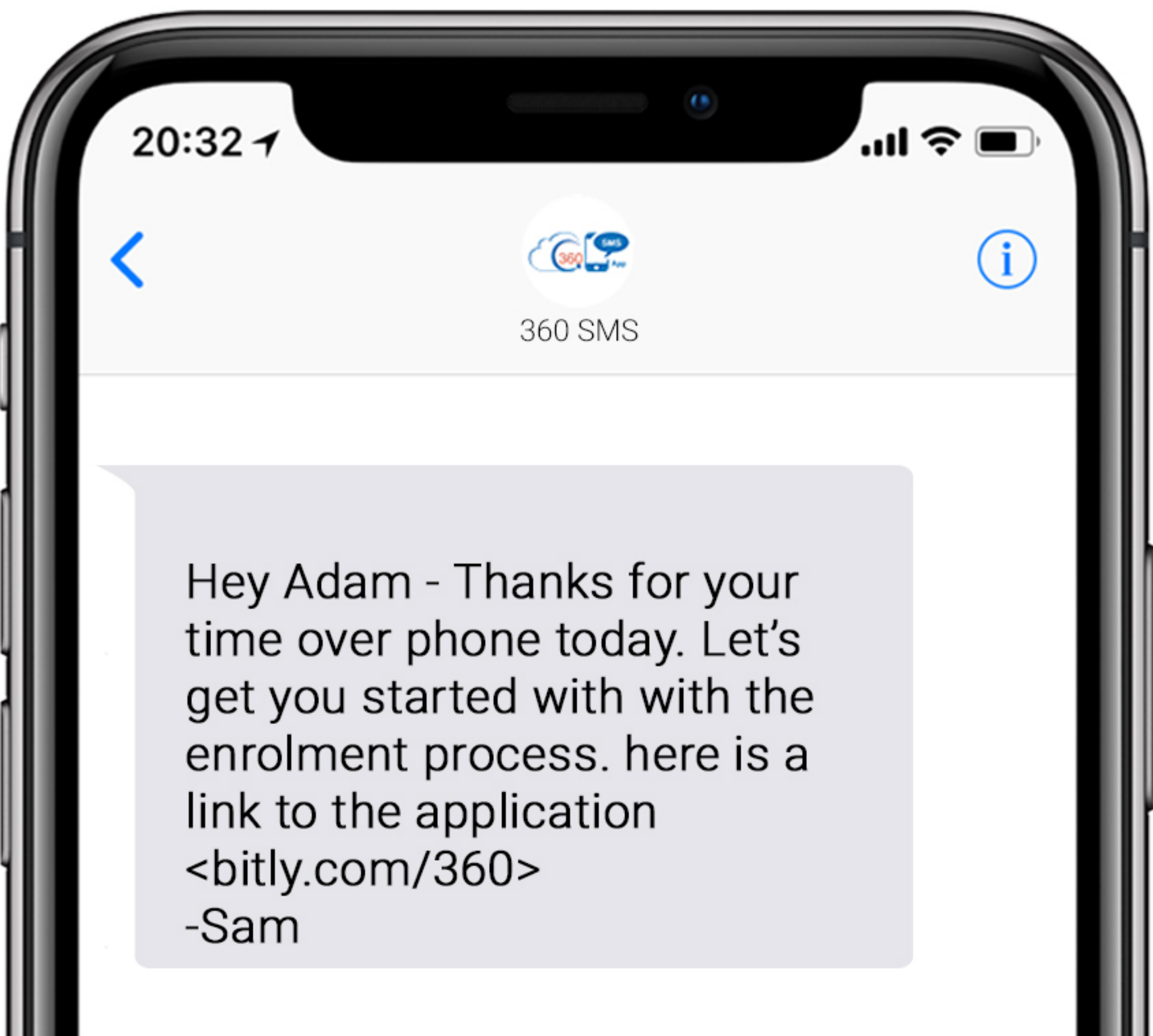
Gauge and segment prospects to pursue candidates that exhibit low interest.

Students that fail to fill out application forms are more like to drop out of the lead funnel. There could be multiple reasons for a student not completing the application form.

As your prospective student scouts multiple educational institutes, the 360SMS drip campaign ascertains that your collage stays on top of their mind. Automating the follow-up process also gives more bandwidth to your admission team to focus on lower hanging fruits.

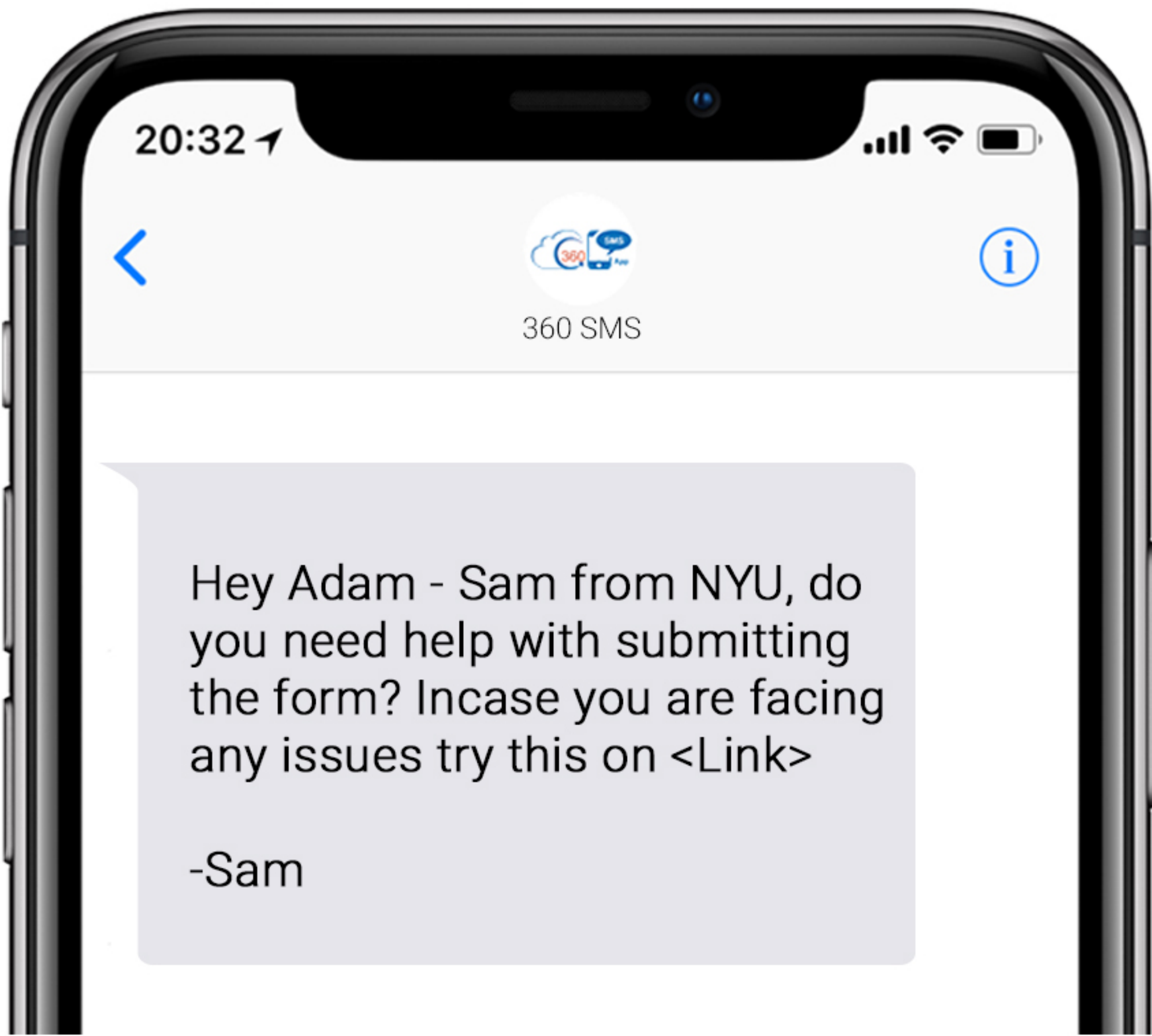
360SMS Drip campaigns, when combined with hyperlink tracking, wield the most effective and easy way to automate the follow-up process with text messaging.

The click count in this message is recoded in the Salesforce with 360SMS Hyperlink Tracking but the form isn't submitted.



A drip Campaign automatically triggers after 48 hours if the above message is not responded to or if the form sent remains incomplete. The sequence and frequency of 360SMS Drip Campaigns messages can be designed by the user.

The 1st Drip then goes out on the 2nd



The 2nd drip goes out on the 4th day.



Solidify engagements with consistency and responsiveness across channels.

Your students and prospects watch your social media presence closely. Checking up on their inquiries from other channels is a great way to let them know you care about them and stand out from other institutions in your region of influence.

Give your prospective student immediate access to your counselors without letting them fill in lengthy inquiry forms. 360SMS iText, when combined with Event Management, accelerates your student conversations and auto-updates your Salesforce Org, even without an admin.



Publishing a call-to-action on your Social Media post can trigger an automated conversation immediate with the student.

As soon as the keyword info is received, 360SMS iText can trigger an automated conversational text messaging that can qualify an inquiry and update Salesforce at the same time.



The message triggered based on incoming keyword information.

Auto-response to 'Yes'



Auto-response to 'No'

The name received in the incoming SMS will trigger more messages querying age, qualification, and interest in courses like UG or PG programs. Meanwhile, all the response answer will be captured and recorded over Salesforce.