

Case Study

National Nursing University Optimized Advisor Productivity and Expanded Enrollment Capacity



The Challenge: Advisors Constrained By Manual Processes

Interest in the university's pre-licensure BSN program was strong, but the enrollment operation was not converting at a rate to hit high growth targets set for the university. Advisors spent much of their day on manual outbound, voicemail follow-ups, and administrative tasks, leaving limited time for meaningful conversations with prospective students.

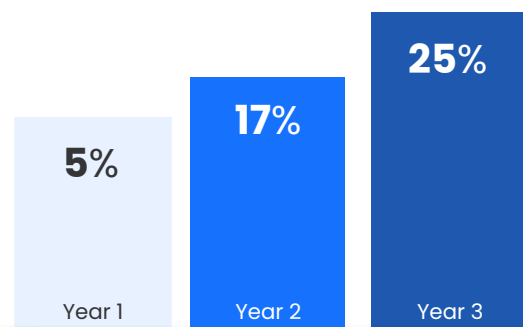
On average, advisors logged only about 2.5 hours of talk time per day, with the rest of their shift consumed by attempts to reach students

who often didn't answer or were unavailable. The challenge wasn't lead volume, it was a lack of being able to connect to students at the right moment.

This operational friction limited advisor productivity and made it more difficult for the university to scale enrollment without significantly expanding staff. As leadership set ambitious growth goals, improving advisor utilization and call center efficiency became a critical priority for the university.

The Solution: Always-On, Human-Centered Conversations That Scale

The university selected Drips to implement a fully managed, always-on conversational layer designed to help the enrollment team connect with prospective students more efficiently. Through two-way SMS conversations, prospective students could ask questions, receive guidance on next steps, and indicate when it was convenient to speak with an advisor. Drips then scheduled and prepared those interactions, shifting the call center from unpredictable outbound dialing into **scheduled, high-intent conversations**.



47% increase in Starts per Rep over three years

Connecting advisors with students when they were ready to talk, the university reduced time spent chasing missed calls and increased the number of meaningful conversations each advisor could have during the day.

The implementation of Drips resulted in more efficient enrollment operations where advisors focused their time on supporting students rather than managing outreach logistics.

2.5M savings in operating expenses

Year 2

\$1M

Year 3

\$2.5M

The Result: Increased Advisor Productivity and Enrollment Capacity

76%

decrease in first-year advisor turnover

Year 1

30%

Year 3

7%

With a more efficient enrollment operation in place, the university was able to support more students through the enrollment process while scaling capacity without proportionally increasing staffing. Advisors **shifted from 2.5 hours to over 4 hours** of meaningful phone time per week.

The impact extended beyond productivity. As advisors spent more time in worthwhile conversations with prospective students, the role became more fulfilling—driving a **76% reduction in first-year advisor turnover**. With fewer new hires to onboard, the university was able to build a more experienced and effective enrollment team.

47%

increase in starts per rep

+1.5

hours of daily talk time per shift

76%

decrease in first-year advisor turnover

53%

Growth in lifetime value

Ready to support your students' care with personalized, 1:1 outreach?

Contact Drips



drips