

National Healthcare University Increased Lead-to-Start Conversion by 31% and Drove \$29.7M in LTV Impact

Stalling Under Manual Follow-Up

Strong demand for the university's BSN program wasn't translating into enrollments, creating revenue leakage across the funnel.

Delayed responses and manual follow-up drained momentum when students stalled at predictable friction points—testing, financial aid, documentation, registration. Cost per enrollment continued to climb as enrollment reps were stretched thin with no scalable way to improve yield.

Proven Impact Across the Enrollment Funnel

Drips implemented an always-on conversational layer that drove measurable results. In three years, lead-to-start conversion increased 31%, generating nearly \$30M in incremental lifetime value while lowering cost per enrollment as volume grew.

- Instant response to every inquiry
- Deadline-driven nudges tied to real next steps
- Conversations that remove friction and drive action
- Advisor handoff at moments of true intent
- Reactivation of dormant leads
- Enrollment growth without adding headcount

Improved prioritization also reduced enrollment rep turnover from 30% to 10%, strengthening team stability.

47%

Increase in submitted applications

31%

Increase in lead-to-start conversions

16%

Overall boost to retention for Drips partners

1,454%

Growth in lifetime value

