

DOUBLING YOUR LEADS WITH AFTER-HOURS LIVE CHAT

THE QUESTION

Live chat is a powerful way for higher ed institutions to garner quality website leads that reliably convert into enrolled students.

While offering daytime live chat is better than nothing at all, giving prospects a 24/7 line of communication is the best way to engage and convert as many visitors as possible.

For schools that want the benefits of live chat on a tight budget, it can be tempting to forego the expense of an outsourced 24-hour solution in favor of a low-cost, self-managed tool.

With this dilemma in mind, JetSpring wanted to quantify just how much higher ed institutions stand to benefit from using an outsourced solution to keep their live chat staffed outside of regular business hours.

In other words, what do schools stand to gain from offering after-hours live chat?

THE SCHOOL

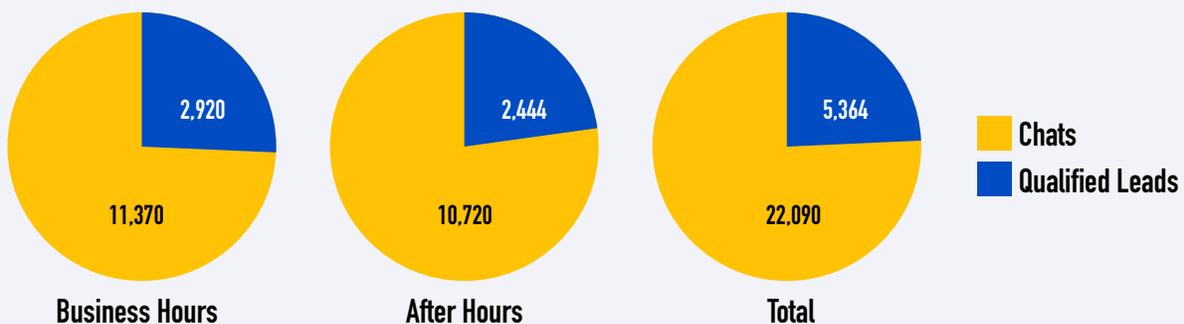
This study examined data from a large, private university with a significant online learning division.

The institution caters to a diverse pool of prospective students by offering a wide range of degree programs and professional certifications.

THE DATA

This study specifically focused on chat volume data from March - September of 2020, divided into two categories: chats received during standard business hours (9-5) and chats received outside of that time frame.

Within those two categories, the study also looked at the number of chats that converted into qualified leads.



THE RESULTS



of chats came in after hours



of qualified leads came in after hours

According to the data, the institution's overall chat volume remained relatively consistent both during and outside of business hours.

More interestingly, however, the number of qualified leads garnered from after-hours chats was consistent with the business-hours average.

By offering live chat outside of regular business hours, the institution nearly doubled their number of both chats and qualified leads compared to what they would have received if they had offered 9-5 chat alone.

THE TAKEAWAY

The study proves that by offering 24/7 live chat versus daytime chat only, the institution was able to realize significantly better outcomes in both overall chat volume and qualified lead generation.

Returning to the original question of the study, it's clear that the benefits of offering round-the-clock live chat can very easily offset the cost of an outsourced operation.

THE JETSPRING DIFFERENCE

The **JetSpring Student Communication Platform** is designed to recruit, enroll, and retain students through multichannel communications, including outsourced 24/7 live chat, voice, and text messaging.

JetSpring is focused on student lead and life cycle management. Our team is there to support you from the time a prospective student visits your website to the moment they step off the graduation stage.

From start to finish, JetSpring is there to keep you and your students connected.

BENEFITS

- Boost Enrollments
- Increase Revenue
- Lower Costs
- Liberate Resources
- Strengthen Your Brand

FEATURES

- 24/7 Live Chat
- Outbound Voice
- Text Messaging
- Video Call Scheduling
- Chatbots

Want to learn more?
Schedule a demo today.

 sales@jetspring.com

 (484) 393-2796

 www.jetspring.com

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