

## SAVING TIME + MONEY WITH LIVE CHAT

Colleges and universities use live chat to expand the reach of admissions teams and engage as many prospective students as possible. Unfortunately, the majority of higher ed live chat leads come from unqualified prospects. For institutions that run an in-house live chat operation, that means resources are wasted on low-value leads and diverted from revenue-generating activities.

JetSpring live chat circumvents this issue, using outsourced agents to pre-qualify leads before handing them off to university admissions teams. This saves both time and money, as the hourly cost of an outsourced live chat agent is significantly less than that of a university admissions counselor (the person who usually ends up staffing an in-house live chat operation).

The purpose of this case study is to quantify the cost- and time-savings of using JetSpring's outsourced live chat solution to vet leads. The study seeks to determine how much time is devoted to low-value live chat leads, and how much money and time universities can expect to save by outsourcing that labor to a JetSpring live agent.

### THE SCHOOL

This study used data from a large, four-year private university client with a significant online learning division.

The institution draws in a diverse pool of applicants by offering a wide range of degree programs and professional certifications.

### THE DATA

In order to determine the time-savings of using JetSpring agents to pre-qualify chat leads, the study looked at the number of hours per month during which agents engaged with unqualified leads.

Had the client used an internal employee to answer chats, the numbers below represent the amount of time that that person would have spent on unqualified leads.

The study specifically focused on data from May - August 2020.

	Total Chats	Total Unqualified Chats	Hours Spent on Unqualified Chats
May	2793	1821	167.38
June	2495	1586	170.33
July	2416	1529	161.08
August	2827	1940	225.25

# THE RESULTS

65%

of total chats came from unqualified leads

181

hours was the avg time spent per month on unqualified chats

During the four months of the study, JetSpring agents spent most of their time fielding chats from low-value leads. Only about 35% of the overall chat volume came from qualified leads who were likely to convert to applicants or enrollments.

In fact, if the client had attempted to staff their chat operation internally, the time spent chatting with unqualified leads would have constituted a full-time job for single person working a standard 40-hour, five-day work week.

## THE TAKEAWAY

Since the study found that qualified leads made up only 35% of the total chat volume, one might ask whether it's worth it to offer live chat in the first place.

It's important to remember that, for this client, 35% of total chat volume represented an average of just under 1000 leads per month who were likely to convert. In the context of higher ed where a single lead can represent many thousands of dollars in revenue, those leads are simply too valuable to ignore.

By using JetSpring live chat, the client's admission counselors were completely free to devote their time to high-value leads.

Without JetSpring, the client would have needed an additional dedicated, full-time employee just to field an average month's worth of unqualified chats that weren't likely to produce more revenue or enrollments. For perspective, at the time of this study, the average base salary of an admissions counselor is \$50,725/year (Glassdoor), significantly more than the cost of a single JetSpring live chat representative.

By using JetSpring live agents to pre-qualify chats, the client was able to save significant time and money while putting its admissions team in a stronger position to convert as many website leads as possible.

## 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.

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