

LIVEPERSON INTELLIGENT ENGAGEMENT SOLUTIONS FOR HIGHER EDUCATION

Background

In a recent study entitled "E-Expectations: Class of 2009", surveyed students stated their preferred method of communication was online versus in-person, phone, mail or text. From initial research - through the application process - to financial aid and tuition assistance, institutes for higher education must evolve their marketing and communications channels to support how prospective students prefer to acquire information and communicate.

The Solution

LivePerson intelligent engagement solutions enable colleges, universities and other educational institutions to leverage a medium that appeals to today's youth to better connect with prospective and existing students, and improve the overall application and enrollment experience.

Streamline recruiting. Allow prospective students to chat with admissions officers and even with current students during the consideration phase of their school selection process. When a prospective student lands on the site, agents can view the referring keyword, search engine, and the path travelled.

Reduce application abandonment and increase completed applications. Gain valuable, real-time intelligence on site visitor behavior and web processes to improve site content and marketing campaigns. If visitors show signs of needing help or abandoning an application, recruiters can manually send proactive invitations to chat with targeted visitors, or invitations can be automatically triggered based on pre-determined business rules.

Improve productivity and reduce operating costs. With LivePerson, chat agents handle multiple candidate inquiries simultaneously, maximizing the number of engagements per agent labor hour. Institutions are also able to deflect costly phone and email communications to a more efficient and economical channel.

In addition to improving and driving online enrollment and application rates, LivePerson intelligent engagement solutions can be used across an institution to reach out to enrolled students.

- Help enrolled students receive research assistance from the library. Use live chat to support requests for inter-library loans, reserve books or periodicals, and answer reference related questions.
- Support distance learning by enabling remote students to chat with professors. Professors simply sign on to LivePerson during regular office hours.
- Offer live chat hours for students to interact with academic advisors and career development experts.



Live chat has become the preferred method of communicating among students and parents alike. With live chat, questions are answered immediately. That's not the case with email.



—Lonin Gogu, Assistant Director for Admissions Data Management, The University of New Orleans

About LivePerson

LivePerson is a provider of online engagement solutions that facilitate real-time assistance and expert advice. Connecting businesses and experts with consumers seeking help on the Web, LivePerson's hosted software platform creates more relevant, compelling and personalized online experiences. Every month, LivePerson's intelligent platform helps millions of people succeed online; more than 8,000 companies, including EarthLink, Hewlett-Packard, Microsoft, Qwest, and Verizon, rely on LivePerson to maximize the impact of the online channel. LivePerson is headquartered in New York City.

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