

Enroll more students

Increase applications by optimizing the phone experience.

Several for-profit education companies use Marchex to find more students—and here's why. One Marchex customer wanted to increase enrollments and convert more inbound calls into registrations.

The company leveraged Marchex to acquire more quality calls and identify underperforming channels so budget could be rerouted to high-performing partners. Within 60 days, the company achieved an inbound call-to-lead ratio of 50 percent and received new student registrations from 48 of 50 states.

Marchex call analytics technology and services can provide deep insights into who called, why they called and what made them convert, helping your education company increase enrollments, potential student satisfaction and revenue.

Find more students with the budget you already have

Optimizing inbound phone calls can help education companies get more calls from potential students within their existing marketing budget. Marchex helps connect media to calls so you can see what channels are working. By understanding why people call, you can field calls appropriately and acquire more enrollments.



Education companies use Marchex to acquire more quality calls and optimize high-performing channels in order to drive more enrollments.



Understand the student enrollment journey

It's important to know how potential students are interacting with your brand. Marchex can help you connect the journey between online media and offline actions such as phone calls. Gain the insights you need to ensure callers receive a positive experience when they call your company.

Increase revenue with better call handling

Marchex uses machine learning and natural language processing to learn what a caller is saying during a call, the intent of the caller, the skills of the employee answering the call, and ultimately the outcome of the interaction—whether that's a sale, an enrollment, or a missed opportunity. Use these insights to train your employees to ensure more positive caller outcomes.

According to a recent [study by Forrester](#)¹, phone customers spend more, are quicker to buy, and are more loyal. If your education company isn't leveraging the insights in its call data, your business may have a blind spot that's impacting your bottom line.

With Marchex, education companies are identifying meaningful opportunities to gain new enrollees and improve the customer experience. Learn why the largest brands in the industry use Marchex.



To learn how Marchex can help you drive enrollments, visit [Marchex.com](https://www.marchex.com) or call 1.800.914.7872.

¹ Forrester: Pick up the Phone: Your Best Customer is on the Line (www.marchex.com/blog/phone-customer-best-customer/)