

COUCH & ASSOCIATES

Chamberlain College of Nursing

A CASE STUDY



Chamberlain College of Nursing Streamlines Event Management
& Automates Prospect Follow Up Via Program Overhaul

OVERVIEW

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CHAMBERLAIN COLLEGE OF NURSING STREAMLINES EVENT MANAGEMENT & AUTOMATES
PROSPECT FOLLOW UP VIA PROGRAM OVERHAUL

SUMMARY Chamberlain College of Nursing

Chamberlain College of Nursing offers bachelor's and master's degree programs in nursing. Chamberlain is currently located in Phoenix, Arizona; Jacksonville and Miramar, Florida; Atlanta, Georgia; Addison and Chicago, Illinois; Indianapolis, Indiana; St. Louis, Missouri; Columbus, Ohio; Houston, Texas; and Arlington, Virginia.



Chamberlain

Case Study

ABOUT COUCH & ASSOCIATES

Couch & Associates Inc. is a professional services marketing organization that specializes in adding value to marketing processes through automation, effectiveness and sales enablement. Couch & Associates consultancy consists of lead consultants, account & project managers that drive initiatives to their 200+ clients ranging from SMB to Fortune 500. The Couch & Associates design and technical teams add value through their knowledge of best practices and experience with marketing technologies and surrounding infrastructures. The team is certified with a variety of software platforms including Eloqua, Salesforce, Netsuite, SLX and Microsoft Dynamics.

CUSTOMER OVERVIEW Chamberlain College of Nursing

Chamberlain College of Nursing, LLC is a part of DeVry Inc., a global provider of educational services. For more than 120 years, Chamberlain has been at the forefront of quality nursing education. Chamberlain is increasing access to nursing education nationwide with campuses offering the three-year Bachelor of Science in Nursing (BSN) degree program and flexible online degree programs like the RN to BSN option and the Master of Science in Nursing degree program. Chamberlain is advancing healthcare by preparing nurses, nurse leaders and nurse educators of tomorrow.

BUSINESS CHALLENGE

Chamberlain College of Nursing is focused on providing superior customer service and targeted, relevant content to their prospective students. Chamberlain did not have a standardized process for promoting open house events on campus. With more than 100 open house events in a year, Chamberlain needed to streamline the event management process.

Some key areas were identified for optimization including automating the messages that were sent manually, developing new confirmation and reminder emails, bringing the paper based event sign-in form online, and the need to segment the contacts that had RSVP'd or attended an event from those that had not. The goal was to integrate the invitation and RSVP process with the event registration and sign-in process to create a single automated, unified process.

Chamberlain needed a more efficient way to develop processes and practices for long-term success, as well as a solution that would enable the company to:

- More efficiently manage the RSVP and attendee list;
- Effectively integrate the event management process;
- Develop targeted messaging to reflect the individual interest level of prospects;
- Eliminate redundant messages for those who have already attended an event;
- Speed up the check-in process at the event; and
- Implement formal processes for reporting, tracking and follow up.



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BUSINESS CHALLENGE

Already an Eloqua marketing automation customer, Chamberlain selected Couch & Associates in 2011. A customer audit by Couch & Associates identified the most effective methods for automating and systematizing its processes.

“Chamberlain was manually sending a high volume of open house emails. It was difficult to track RSVPs, report on attendance and respond appropriately.”

— Zach Monroe, Email Marketing Specialist, Chamberlain College of Nursing

SOLUTION

To create a more efficient management process, Couch & Associates worked with Chamberlain to assemble a program for each campus and segment groups of contacts. The program provides relevant and tailored messaging based on prospective student responsiveness or level of interest.

The organization also utilizes the Eloqua system to follow up with individuals that RSVP'd. Those segmented responders are sent reminder messages in a more streamlined fashion — once weekly for three weeks leading up to the event. This enabled Chamberlain to automate the RSVP process and create a reminder process, and to report on the RSVP data as it is being tracked in the Eloqua system.

Streamline

*Response
Processes*

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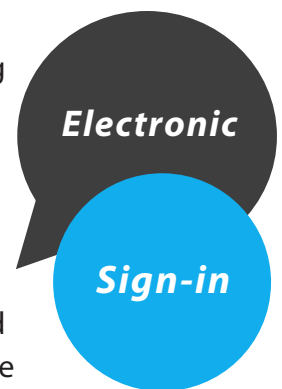
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SOLUTION

Chamberlain also implemented an electronic sign-in method, enabling them to:

1. Capture complete and accurate information
2. Segment attendees from those that did not attend to provide relevant messaging following the event
3. Provide a higher level of customer service for individuals registering for the event by expediting the sign-in process

The new sign-in form offered a digital way to sign prospects into the open house. The organization captures email addresses first and either validates it against the information already on file, or enters missing information to complete the profile. This information is directly integrated with Eloqua so the organization can send follow up emails shortly after the open house has completed. This also allows Chamberlain to pre-populate forms moving forward, without having to collect the information again.



“The digital check-in process has helped improve our open house events in a number of ways. We’ve now streamlined the check-in process to eliminate long lines and provide better customer service. We can also send thank you emails to attendees and give them an opportunity to provide feedback on the event, which we use to make our open houses even better. Following the event, automated reports are now generated on open house performance and attendee satisfaction.”

— Zach Monroe, Email Marketing Specialist, Chamberlain College of Nursing

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SOLUTION

Chamberlain submits the information back into Eloqua's Event and Survey Management Module to develop a list of captured and confirmed attendees. This helped the organization develop a more efficient and effective follow up with appropriate messaging.

Those who did not attend received an email inviting them to the next open house event. Conversely, those who did attend received a thank you email that included a link to a survey about the open house, which provided valuable attendee feedback following an event.

As part of the survey, respondents are asked what their next step is after attending the open house. The first option is "talk to an advisor." If selected, the system triggers an automated message to the specific admissions advisor that the respondent has been working with, informing the admissions advisor that the respondent has requested to speak with him or her.

With the second option, respondents can request more information about Chamberlain, receiving the requested information on the thank you page, as well as in an automated email message.

The last option, "complete an application", redirects individuals to Chamberlain's online application.



Robust

**Automated
Process**

"Integrating our ideas with Couch & Associates' recommendations helped create a robust automated process tailored to Chamberlain's needs. Couch & Associates has the ability to simplify a complicated idea and will work step-by-step to implement it successfully."

—Zach Monroe, Email Marketing Specialist, Chamberlain College of Nursing

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RESULTS

Empowered with scalable, easy-to-repeat processes for program and follow-up management, Chamberlain is now planning more intensive, targeted programs to kick up its communication initiatives and streamline segmenting.

Previously, the process to move through sign-in forms at an open house event could take up to 1 to 1.5 hour. Now, the process is streamlined using an online form. During the first campus test, the Chamberlain team registered 150 people in less than 30 minutes; a process that potentially would have taken twice as long using the paper form. This has helped the organization increase the effectiveness of open house events and provide more efficient service.



Enhanced

Visibility

Working closely with Couch & Associates, Chamberlain easily transitioned its team to the new system and also developed a greater understanding of how to maximize event production and follow up. With enhanced visibility into market opportunities and foundational processes in place for success, Chamberlain more efficiently manages its automation system and optimizes its functionality across the organization. The new and efficient organizational process has been rolled out to every campus and will support nearly 120 events over the course of a year.

From a man-power perspective, the organization significantly reduced the amount of hours previously spent creating messaging and segmenting lists and contact groups—tasks that are required for up to 11 campuses.

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RESULTS

The new system has made Chamberlain's open house event processing more streamlined and efficient.

Better

Service

"Each campus is now able to organize its open house sign-in process. You don't need to have 10 people sitting at a long table signing in all the attendees, trying to get them through a line. You can have two to four- people with a laptop signing in 150-200 people in a half hour. Now staff can get out from behind the table to engage prospective students and provide better service during the event."

— Zach Monroe, Email Marketing Specialist, Chamberlain College of Nursing