



CASE STUDY ON PROSPECT MANAGER

Challenge:

The admissions office of Daemen College had various challenges in their recruiting efforts which stemmed from their homegrown database. The challenges managing this IRM (Information Resource Management) system included:

- A DOS oriented (non-Windows) system with no graphical user interface
- The cumbersome process of pulling reports to assess the status of their recruitment efforts
- Inability to customize the information system to manage crucial information of prospects and marketing efforts.

Examples of the impact to their recruiting efforts include:

- Extended turnaround to contact student prospects or mail brochures after any recruiting event
- Inability to track each student and their recruiting status.
- Inadequate means to determine ROI of their marketing sources

Solution:

Daemen College was searching for a cutting edge online solution to assist their recruitment goals and the plans to improve their admissions process. Daemen chose The Princeton Review to implement their Prospect Management and Application Management system for their recruitment and application management needs. Daemen worked closely with the Client Services team on an implementation project plan for their web products.

Results:

Along with their own recruiting improvements in the admissions office, Daemen College utilizes The Princeton Review's Prospect Manager to benchmark and assess much of their recruitment process. Through entry into Prospect Manager, turnaround time to contact students after a recruiting event is instantaneous.

Daemen College also developed a specific recruitment role of Tele-Counselors to head their recruitment strategy.

- Personal contacts with prospects listed in assigned phone campaigns reports from Prospect Manager.
- Tele-counselors are able to identify each potential student by flagging various activities and to update students information
- Results would determine which sequential campaign a prospect would belong.

Through their improvements and assessments, Daemen was able to reconfigure their office to include a Data Enrollment Research Area. This allows the office to:

- Accurately make decisions to determine which areas to focus their recruiting efforts via the print campaigns in Prospect Manager.
- Produce immediate ad hoc reports to various teams for recruitment assessment
- Through Daemen College's inquiry form which captures information on the marketing sources effectiveness, they are able to determine ROI on over 300 sources.