

University of the People (UoPeople) Increased Engagement and Conversion to 72% with Hoosh's 2-Way SMS Solution

The company

Established in 2009, University of the People (UoPeople) is the world's first tuition-free, non-profit, American accredited distance learning university. With a ground-breaking online learning model and academic leadership stemming from Oxford, Harvard, and Columbia University, UoPeople is the most accessible and affordable distance learning university that offers high-quality educational opportunities to anyone in the world who has completed high school in their native country.

UoPeople was accredited by the Distance Education Accrediting Commission (DEAC) in 2014 and is listed by the U.S. Department of Education as a recognized accrediting agency, and by the Council for Higher Education Accreditation (CHEA).

Currently, UoPeople has 18,000+ students enrolled from more than 200 countries and territories. 92% of its graduates are currently employed and 80% of participants are working in a position that is related to their major. UoPeople also has academic partnerships with NYU, UC Berkeley, and the University of Edinburgh.



UNIVERSITY
OF THE PEOPLE
The Education Revolution

We Are
TUITION-FREE

University of the People is dedicated to opening access to higher education for all qualified individuals.

Challenges

Since UoPeople is a distance learning university, it relies primarily on the internet to establish an instant communication stream with its students and alumni. UoPeople used email as its main communications channel hence engagement levels were limited.



Engagement levels were limited

UoPeople's target audience was not fully engaging with emails. Too many emails were being sent out and largely ignored which led to applicants not confirming their enrolment.



Lack of Visibility

There was difficulty tracking leads' activities which resulted in longer time lapses between prospects and administration, and thus turned warm prospects into cold ones.

Enrolment with ease

Making the enrolment process quick and easy for those wishing to confirm by using SMS as a channel.

Tracking Lead Activity

Track people interacting with SMS to gain visibility on those who confirm their enrolment or perform other related activities.



Collecting Feedback from People

Allowing people to easily (via SMS) give their reason why they do not wish to enrol, thus capturing this data for further analysis.

Cloning Programs for Different Needs

Being a flexible and user-friendly SMS solution, UoPeople had the ability to easily clone and modify programs to suit various requirements.

Solutions

UoPeople selected Hoosh's 2-Way SMS solution to create a streamlined form of communication with its current applicants. Hoosh's SMS programs have been enablers and facilitators of great results such as:



Outcomes

Increased levels of engagement and conversions have occurred as a result of migrating to a more appropriate communications channel that stimulates higher response rates from the target audience.

After the SMS program was up and running for a month, these were the results:

- # of SMS delivered: 1.700
- # of people engaged: 467 = 26%
- # of converted: 338 = 72%

Substantial Effectiveness

Using the SMS channel, UoPeople was able to get students to confirm enrolment via an instant SMS inbound message whereas emails were not being answered by future students.

High Volume and Flexible

UoPeople sent out a high volume of 2-Way SMS messages without incurring significant extra costs and without being limited to particular Marketing Campaigns due to the high flexibility and adaptability of Hoosh's pre-built SMS programs.

Benefits

- Prospective students are able to easily confirm program enrolments instantly through Hoosh's 2-Way SMS solution.
- Low investment in 2-Way SMS campaigns with a high ROI.
- Pre-built programs were easy to duplicate from email campaigns and more prospects could be contacted for enrolments and other activities.
- Ability to scale and track SMS Click Through Rate and Engagement.



Testimonial



"We were looking for a faster solution, rather than email, that allowed us to instantly communicate with students through 2-Way SMS campaigns. We selected Hoosh's 2-Way SMS solution because they were simple to duplicate to address different marketing needs and also because creating pre-built SMS campaigns was more effective for UoPeople administrators.

Once the 2-Way SMS campaigns were sent to our contact lists, we loved how we could track the SMS Click Through Rates and also the way in which engagement was definitely increasing. Thanks to Hoosh's 2-Way SMS solution we were able to take our communications program to the next level; Hoosh Marketing takes marketing automation one step further, where no one has taken it before. Also, everyone at Hoosh is so nice and supportive which enables smooth communication."

Asaf Wolff

Senior Vice President for Enrollment,
University of People



About Hoosh Marketing

Founded by ex-Marketo staff, Hoosh Marketing is the only Platinum Partner of Marketo in APAC, with 15+ certified consultants. Hoosh is also the largest Launchpoint Partner globally, with 18+ Marketo products, add-ons & integrations.

Hoosh offers Marketo services including strategy, assessment, implementation, operations, analytics and custom training.

We help Marketo customers deliver exceptional results by implementing superior strategy with highly integrated, cutting-edge marketing technology.

[Learn More](#) about Hoosh



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SOLUTIONS ARCHITECT



- ✓ Global **Marketo Platinum Partner**
- ✓ APAC's Largest number of **Marketo Certified Consultants**
- ✓ Launchpoint Partner Globally
- ✓ **Over 50 Marketo Implementations** and counting



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