



90% Reach.
30 Enrollments Secured.

Targeted outreach and
live engagement turned
interest into action.



**CX Engagement
and Enrollment**

Personalized Engagement at Scale

Timely outreach helped students complete their applications and enroll.

CHALLENGE

A major Midwest university needed to turn student interest into enrollment. While marketing and advertising had generated strong leads, many students stalled before completing applications. The university needed a contact strategy that reached prospective students at the right time, delivered personalized communication, and improved enrollment without driving up campaign costs.

SOLUTION

Five Star Solutions built a contact strategy that combined automation, live engagement, and analytics to reach students and drive applications.

- **Automated** outreach to unresponsive prospects.
- **Followed up** with live calls for guidance and support.
- **Captured** student data to refine campaign targeting.
- **Delivered** reports to improve ongoing performance.

This personalized, data-driven approach increased engagement and helped more students complete their applications.

RESULTS

The integrated outreach strategy reached 90% of targeted prospective students through automated messages, followed by meaningful live conversations with 37% of contacts. Students received answers, guidance, and encouragement that helped them complete applications—resulting in hundreds of new applicants and 30 confirmed enrollments. The campaign proved that data, technology, and personal connection can work together to deliver measurable results, all at a lower cost than traditional direct mail.

ABOUT FIVE STAR SOLUTIONS

Five Star Solutions helps businesses deliver exceptional customer experiences through outsourced service, automation, and AI-driven innovation.

CAMPAIGN OUTCOMES

90% Outreach Rate

High reach across the target audience

Automated messages and live calls ensured nearly every prospective student was contacted, reactivating leads who had paused or lost interest in the application process.

37% Live Engagement

Personal conversations drove applications

Students received personalized guidance, encouragement, and answers that built trust and helped them complete applications.

30 Confirmed Enrollments

Helping students decide on their future

Thirty students chose the university as their next step—turning outreach into real enrollment and measurable ROI.

Improved ROI

Higher conversions at a lower cost

The integrated strategy delivered stronger outcomes than traditional direct mail while optimizing time and budget.

PERSONALIZE OUTREACH. IMPROVE ENROLLMENT.

Learn more:

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