

Strategic outreach and coaching to increase enrollment yield

Anthology Enrollment Management overcomes market challenges to deliver results. By combining an insight-led approach to identify growth opportunities with best-in-class technology and education expertise, we nurture prospective learners through the funnel to boost your enrollment.



Knowledge and experience to adapt to a tumultuous enrollment market

Whether your programs are online, in person, or hybrid, targeting undergraduate, graduate, or continuing learners, Anthology brings the expertise to engage the right audience and drive growth. We balance detailed analysis of the latest enrollment trends with decades of experience in higher education to develop a unique strategy for your institution.



By employing a new targeting strategy, delivering proactive outreach to prospects, and supporting via professional enrollment coaching, Anthology helped Marshall University **improve enrollment yield by 6%**, equating to a **13.2% increase** in freshman enrollment.

Detailed enrollment coaching, supported by AI and best-in-class technology



Amazon

Our team's extensive enrollment expertise is complemented by the most innovative customer service technology on the market, AWS Connect, to ensure a great first impression for all prospective learners. The addition of AI allows for multi-modal outreach at scale and in-depth propensity modelling to focus on the most likely prospects.

- AI-powered, multi-modal user support
- Propensity modelling for proactive engagement
- Multi-lingual support
- Call Monitoring and Quality control
- StateRAMP®, ISO, and SOC compliant

A partnership approach that delivers enrollment growth

We work collaboratively with your team to achieve your enrollment goals, identifying where growth opportunities exist, eliminating barriers, and devising an efficient enrollment plan that brings new learners to your programs. Our professional coaches act as an extension of your team and can be scaled to meet demand during busy periods.

- A strategic, collaborative approach to ensure resource efficiency
- Focused on results that matter most, like enrollment increases and ROI
- Staff augmentation with highly trained and qualified coaches
- Proactive outreach to reduce inbound inquiries
- Resource scaling during busy periods
- Alignment on goals and performance
- Technology agnostic and easily integrated with all major campus technologies

“Working with an OPM had been so restrictive; the messaging was indistinct, and insights into performance were often less than transparent. Partnering with Anthology was a complete 180. They hit the ground running, providing us with valuable insights and enhanced collaboration on our program performance. Not only did they support our growth, but the relationship also allowed our teams to learn and expand our competencies.”

— **Kate Blom-Lowery**, Director of Marketing and Communications, Baylor University

Full clarity on performance and ROI

With Anthology Enrollment Management, you'll always have transparency into how the partnership is performing, from call monitoring on individual interactions through to overall enrollment gains and ROI. We'll meet with you regularly to review results and opportunities to further optimize.

- No more “black boxes”—we provide a shared data platform and full transparency into results
- Key metrics like number of interactions, enrollment uplift, ROI, and more
- Call quality monitoring for all interactions
- Regular review and optimization meetings

With a singular focus on education, Anthology is the innovation leader providing the only in-house, integrated, end-to-end global services that span the entire customer lifecycle.

Contact an Anthology representative today to learn more.

Explore Anthology Enrollment Management in detail at anthology.com/enrollment-management

