

Case Study

PURDUE UNIVERSITY
KRANNERT SCHOOL OF
MANAGEMENT



Krannert School of Management

How an automated chatbot grew new student enrollment inquiries by 21% and applications by 17%

Overview

College enrollment in the U.S. has decreased for the eighth consecutive year.* In a highly competitive market, the Purdue University Krannert School of Management partnered with AtlasRTX to implement an automated web-based chatbot to engage with prospective students in real-time.

Since the launch of MarketingRTX in 2019, the school has seen a 21% growth in inquiries for the 2020 term compared to the 2019 term that are directly attributable to the chatbot. In addition, total application growth driven by the chatbot is 17%.

With an automated chatbot operating 24 hours a day in 100+ languages, Purdue University is able to provide a more engaging experience to more prospective students than ever before.

Challenges

The Purdue University Krannert School of Management has been looking to increase student enrollment. Purdue needed help:

- Engaging with Generation Z and “cuspers” in a customer-preferred interface.
- Opening a new, interactive communications channel with a growing global audience of prospective students, managed by a small core internal team.

*National Student Clearinghouse Research Center
May 30, 2019

Approach

AtlasRTX implemented a web-based chatbot directly on the Krannert School’s “Apply Online” pages. This chatbot:

- Converts more prospective students through 24/7, automated guided conversations.
- Helps users find information faster.
- Collects contact information for follow-up by the Purdue University admissions staff.

“AtlasRTX has been instrumental in hitting our enrollment goals for 2019 and beyond. It’s amazing that in just a few months we’re already seeing a 21% growth in inquires and a 17% growth in applications coming from the bot, without having to add additional staff resources.”

Dan Gaines

Purdue University Krannert School of Management,
Associate Director of Marketing, Graduate Programs

Results

21%

GROWTH IN INQUIRIES FOR 2020 ENTRY TERMS COMPARED TO 2019 DIRECTLY ATTRIBUTED TO THE CHATBOT.

17%

TOTAL APPLICATION GROWTH IN 2019 (YTD) DRIVEN BY THE CHATBOT.

56.9%

ENGAGED WITH THE CHATBOT OUTSIDE OF NORMAL BUSINESS HOURS.

54.1%

REAL-TIME ENGAGEMENTS HANDLED 100% BY THE CHATBOT (NO HUMAN INVOLVEMENT NEEDED).