

WITH NEUSTAR LEAD SCORING, SYLVAN BOOSTED ENROLLMENT OVER 40%.



TEAMING WITH NEUSTAR, SYLVAN ACHIEVED:

30% increase in inquiry yield from top-tier contacts

41% initial increase in student enrollment

25% sustained enrollment increase

“When you have someone in a center that takes an incoming call or checks a website form, but doesn’t have any insight into probability to enroll, they don’t know where to focus their resources,” says Sara Costello, Director of Direct Mail and Conversion Marketing for Sylvan Learning. Sylvan is the leading provider of tutoring to students of all ages with nearly 800 learning centers throughout North America.

NOW, SYLVAN BETTER UNDERSTANDS PROSPECTS THE MOMENT THEY MAKE CONTACT.

Ditching its “first come, first served” approach to leads follow-up, Sylvan implemented Neustar Lead Scoring, a Customer Intelligence solution available on Neustar PlatformOne.

Matching up name, address, and phone number with demographic and lifestyle data, Sylvan now has a better understanding of its prospects—in real time, at the moment they make contact. Sylvan creates a customer score based on information such as level of affluence, home ownership and distance from a center, comparing it to profiles of existing customers to calculate a prospect’s propensity to enroll in a tutoring program.

AUTOMATION LETS SYLVAN AGENTS “FOCUS ON THE CONVERSATION.”

Customers are segmented into platinum, gold, silver, and bronze groups based on their profile and needs. Employees differentiate their treatment of those prospects by group. Customers in the top two value groups, for example, receive informational DVDs via mail detailing the Sylvan approach to improving student performance.

Says Sara, “When you can support all those people handling incoming requests with an automated system, they can focus on the conversation with the person.”