



THOUGHTSPOT

Collegis Education Boosts Student Enrollment with ThoughtSpot

CUSTOMER SUCCESS STORY

Driving Innovation in Education

Collegis Education partners with university leaders across the US to design unique, technology-based enrollment solutions that improve the way schools attract, engage and retain their students.

Measuring Performance without Data

Higher education is going through a massive transformation. Students are sharing more data than ever before and schools now have an opportunity to better understand and serve their students. But getting access to insights from all this data is a big challenge for end users across the college. And for Collegis's partner schools, answering simple questions about their student body was nearly impossible due to a limited IT resources and the lack of technical know-how. Questions like "number of students enrolled vs outstanding offers," or "most effective marketing channel" took weeks to months to turn around.

To serve these colleges, Collegis needed a solution that would allow the non-technical business users to do their own data analysis, without using extensive IT resources to set up and maintain. Collegis also wanted a solution that could handle large volumes of data from different sources.



INDUSTRY
Education

EMPLOYEES:
220

Highlights



1000
Weekly Searches



7
Data Sources



50
Monthly Hours Saved



10X Faster

Access to Student Information

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Direct Data Access without a Degree

Collegis turned to ThoughtSpot's search-driven analytics solution for their customer portal, Synapse. ThoughtSpot combines data from each college's systems (websites, learning management systems, marketing, CRM, and student information systems) where it can be searched and analyzed by school administrators in seconds. Now, schools are able to answer questions that they never had access to before. They can determine speed to inquiry rates (i.e. how quickly is a college reaching out to a potential student), application to enrollment rates (i.e. how many applications turn into new enrollments), and retention rate (i.e. how effectively are schools keeping students enrolled).

Meanwhile, Collegis employees also are using ThoughtSpot to identify new opportunities for institutions at all stages of the student lifecycle - including enrollment (marketing efficacy, enrollment management), student outcomes (online course engagement, credit load) and risk analysis (attendance, grades).

High Marks Across the Board

With seamless integration of multiple data sources, Collegis' partner schools now have access to a 360-degree view of their student body. ThoughtSpot's gives school administrators the ability to search to analyze their data, and make smarter decisions, in minutes instead of months, without taxing limited IT resources.

ThoughtSpot also allows Collegis employees to cut out 90 percent of the work they were doing previously to analyze their own data, making it easier for them to service their partner schools directly and help improve student outcomes.

“ We take a data-driven approach to help institutions drive enrollment growth and better serve the needs of their students. ThoughtSpot makes data more quickly accessible for our team and partners and allows us to more effectively respond to opportunities in the market.



Bob King
Managing Director
Collegis Education



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