



33%

delayed lead  
response rate

20%

delayed lead  
qualification rate

1,032

meetings with  
prospective  
students in 2022

## The Verse Touch

Pepperdine University is a premier choice for higher education, but when it came to long term follow-up and setting appointments with prospective students, their staff needed a little support. Enter: Verse. Here's how we helped:

- Delayed engagement of prospective graduate student inquiries
- Appointment setting for the Graduate Schools of Psychology & Education admissions team
- Increased response rate for prospective student inquiries

## The Results

Verse provided Pepperdine with 24/7 coverage and delayed lead engagement for prospective students, which resulted in a 33% boost in response rate and a 20% increase in qualification rate! Our team also generated 6% more qualified conversations with interested students.

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Finding a partner who can nurture the prospective student inquiries that don't answer our initial calls **is a game changer.**

*Luke Phillips, Executive Director of Marketing & Enrollment of Pepperdine University (GSEP)*

## REAL CONVERSATION EXAMPLE

Verse converts new student inquiries into enrollment-ready opportunities through immediate, AI-driven and human powered outreach.

Learn more & book a demo at [verse.io](https://verse.io)

**Currently have an overload of aged inquires or abandoned applications in your database? Let us revive your old leads!**

### Pepperdine University (GSEP)

Pepperdine University provides innovative academic programs dedicated to building scholar-practitioners through hands-on learning and strives to shape individuals who will be catalysts for inspiration and change.

PU

Hi Jake, this is Alex on behalf of Pepperdine University. Just checking in on your previous inquiry. I just had a few questions to ask before connecting you to your enrollment officer. Were you interested in more information by chance?

PU

Is there a more convenient time to talk?

Please feel free to ask your questions Alex.



PU

Great! To kick things off, what is your program of interest?

Marriage and family



PU

Awesome. What term are you looking at starting in?

I plan to start next year.



PU

Sounds good. Are you currently pursuing your Bachelor's, or do you already have it?

I'm pursuing my bachelors. I will graduate spring of 2022.



PU

Awesome. The next step is to set up an appointment with your enrollment officer. What dates/times work best for you?

This Saturday the 19th any time works best. Another time can be arranged if the time slot is not available.



PU

Got it. Unfortunately, Saturday is not available. Does tomorrow at 1:00 PM EST work for you?

Tomorrow will not work.



PU

Does Friday, Feb 25th at 05:30 pm EST work?

That sounds good!



PU

Great. Would you prefer a phone appointment or virtual appointment?

Virtual please.



PU

Great, I have all of the information I need. Your enrollment officer will call you at the time of your appointment. I hope you have a great rest of your day!