



UNIVERSITY OF THE PACIFIC

67%live lead
response rate**71%**live lead
qualification rate**43%**leads engaged
nights/weekends

The Verse Touch

University of the Pacific is top of the line when it comes to higher education, but when it came to contacting live leads they needed a little help (especially outside of traditional business hours). Have no fear, Verse is here! Here's what we did:

- Boosted qualified conversations with interested students
- Increased response rate for prospective student inquiries
- Schedule virtual appointments for prospective graduate students with the admissions team

The Results

Verse provided University of the Pacific's graduate programs 24/7 coverage and instant live lead response. 67% of all leads actively engaged with a Verse representative, and 71% of those active leads led to a hand-off with a Pacific admissions representative through either a live phone transfer or a future zoom 1:1 admission appointment. Our team also helped instantly engage 43% of their leads that were coming in outside of traditional business hours.

“

Verse assisted our team by allowing us to focus our time and energy on admission counseling **with qualified prospective students.**

Olivia Nash, Executive Director, Graduate Enrollment

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

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

University of the Pacific

Personalized learning and small class sizes with professors who are passionate about their students' success. University of the Pacific offers the same choices of a major university, and has 10 schools and colleges, nearly 100 majors, and over 40 graduate programs across three Northern California campus locations.

UOP

Hi Francesca Marie, this is Alex on behalf of University of the Pacific. We received your inquiry about our Social Work program. I just have a few questions to ask before connecting you to an Admission Specialists. Are you available to hop on a quick call or would you prefer to chat via text?

Chat is fine

UOP

Great! To kick things off, are you looking to start a graduate program this year?

Yes!

UOP

Got it. Have you already started an application?

No. I don't have the best grades so I'd like to know what the admissions counselor would like me to take to help alleviate that horrible 2.1 GPA

UOP

Understood. In addition to Social Work, are there any other programs you're currently interested in?

Therapy/Psychology

UOP

Awesome. The next step here is to set up a zoom appointment with one of our Admission Specialists. What is the best date/time for them to reach out to you?

Anytime

No actually. For a zoom call I'm only between 12-1 Monday to Friday

UOP

Got it. Does 12:30 pm - 12:45 pm, Tuesday, May 10, 2022 Pacific Time - US & Canada work for you?

That's perfect

UOP

Great, I have all of the information I need and I will have one of our Admission Specialists reach out to you as soon as possible to confirm your zoom appointment. Additionally, if you'd like to register for an info session, you can do so here: go.pacific.edu/GradEvents. Go Tigers!