

Pearson's Voice of the Student Program

Resolving red flags to avert \$2.3M in lost revenue



Engaging at critical moments in the student journey

With their previous research program, Pearson was receiving survey results on the enrolment process, but they were missing the tools needed to react to the results in a timely manner and follow up any issues.

IFS Customerville worked with Pearson to design enrolment surveys for Arizona State University and Maryville University, which launched in October 2018 and July 2019, respectively. The IFS Customerville-powered surveys were designed to engage with registered and nonregistered students at critical moments in their student journey. Specifically, for the non-registered students, the enrolment surveys are used to understand what is holding back these students from enrolling.

Breaking down the barriers in real-time

The program empowers Pearson's student advisor team to react and respond quickly to any student concerns. As soon as a student uses the survey to share why they aren't prepared to move forward with enrolment, Pearson can follow up and work to remove any barriers and address concerns. By proactively reaching out to students who submitted Red Flag surveys, Pearson can avoid the loss of millions in potential enrolment revenue.

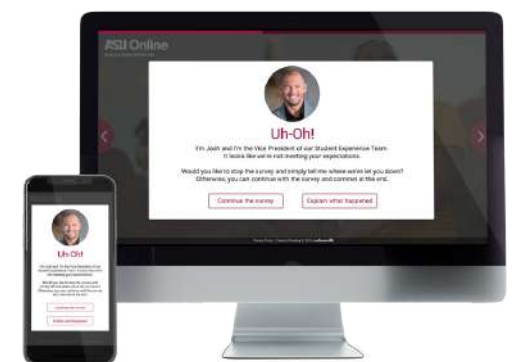
The importance of sharing positive feedback

While it is important to understand and stay on top of any negative student experiences, it is equally as important to spread positive feedback, and this is something that Pearson's managers do very well. IFS Customerville's dashboard empowers Pearson managers to share and socialize great customer stories with the 'Customergram' tool. Pearson's managers share these positive comments frequently with the enrolment and student advisors to make them feel appreciated for all their hard work and dedication.

Since the enrolment survey launched, Pearson has responded to 132 Red Flag responses or more indicating high likelihood of student churn, potentially averting an estimated loss of \$2.3 million in enrolment revenue.

About Pearson

Pearson is the world's largest education company, with more than 35,000 employees operating in 70 countries. Pearson's mission is to help people make progress in their lives through learning. Every year Pearson helps more than 75 million people continue to learn and develop new skills.



Find out more

Further information, e-mail info@ifs.com, contact your local IFS office or visit our web site, ifs.com

