



CSU GLOBAL

CASE STUDY

About the Client

Colorado State University Global (or *CSU Global*) is the online division of Colorado State that accepts remote students internationally. It specializes in offering online bachelor's and master's degrees. *CSU Global* provides flexibility for modern learners through no set times or locations, monthly class starts, accelerated courses, and fully accredited programs. *U.S. News & World Report* ranks the institution as among the **top 10 online bachelor's programs for 2021**.

The Objective

The client required an outside contact center partner capable of helping reenrollment efforts, targeting those students who have not re-enrolled (stopped out) within less than six months. *CSU Global* needed an outbound communication campaign that would include reaching out to students, answering questions, and identifying the barriers for their continuation. **The reenrollment campaign began with a goal of 90 student enrollments per month.**

The Challenge

CSU Global did not have an in-house contact center or the staff capable of reaching out to stop outs at the rate that a dedicated contact center would. *CSU Global* recognized that to reach out and successfully retain or re-enroll students, they needed to enlist an outsourced partner with the dedication and expertise required to speak with students – both domestically and internationally – on a 24/7 basis.

CSU Global turned to AnswerNet Education Services.

The Solution

In January 2019, the *AnswerNet Education Services* team based in Phoenix, AZ began work on the outbound re-enrollment campaign for *CSU Global*. The client quickly trained our agents, and we began calls within the same month.

The Results

Over the course of just one month, *AnswerNet Education Services* was able to re-engage a total of **137 students**. Between January 2020 and April 2021, we re-enrolled **1,271 students**, generated **7,826 credits**, and held a **98% monthly QA rating**.

Our efforts with the client continue with results that reach or exceed their monthly goals nearly every month.

"AnswerNet's individualized solutions help to optimize results. We have seen significant increases in our student reenrollments. The increase in net tuition revenue has more than paid for the cost of implementation. Additionally, their ability to be nimble and help with ad hoc projects has been invaluable, allowing our internal staff the needed bandwidth to focus on special projects."

- Jerid Counterman

Assoc. Director, Student Resources

CSU Global



Would you like to see results like these at your institution?

Contact us today at (310) 905-8300 to learn more about how *AnswerNet Education Services* can help.

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