



ACADEMY of ART  
UNIVERSITY

FOUNDED IN SAN FRANCISCO 1929



MEERA.ai

# Case Study

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Academy of Art Boosts Reinstated  
Application Rate by

**250%** 

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## About

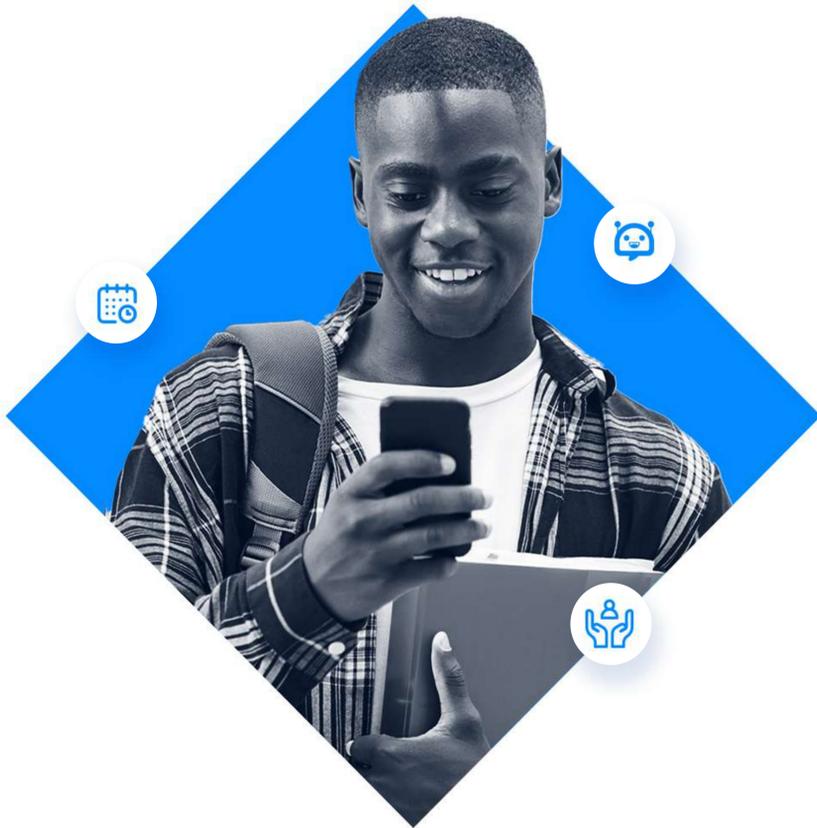
The Academy of Art University is located in San Francisco and serves as the largest private art and design university in the United States. Founded in 1929, the university holds an inclusive space preparing artists and designers for their professional careers.

The Academy of Art University is an accredited institutional member of the National Association of Schools of Art and Design (NASAD), the National Architectural Accrediting Board (NAAB), and Council for Interior Design Accreditation (CIDA).

Today, with over 900 art and design classes, 22 schools, and 14 STEM programs – students from all throughout the world turn to the Academy of Art University to accelerate their careers in the fields of art, design, architecture, and entertainment.

## Challenge

- ✓ The Academy of Art University wanted to find a way to improve their rates for general applications and reinstated applications. Overall contact rates were low and they were having trouble getting students to answer calls from unrecognized numbers.
- ✓ They were initially relying on a third-party contact center to contact outbound leads and transfer them to the admissions department.. However, only 20% of these leads were transferable. They also wanted to find a way to reduce their call center costs.
- ✓ Adding to that, they also wanted to decrease the number of canceled applications within their sales funnel. Despite their ongoing efforts, they had only managed to reinstate 0.47% of canceled applications.
- ✓ They knew any measurable improvements to either of these metrics would provide a significant return. However, they needed an efficient way to engage and nurture both types of leads without overloading their admissions teams.

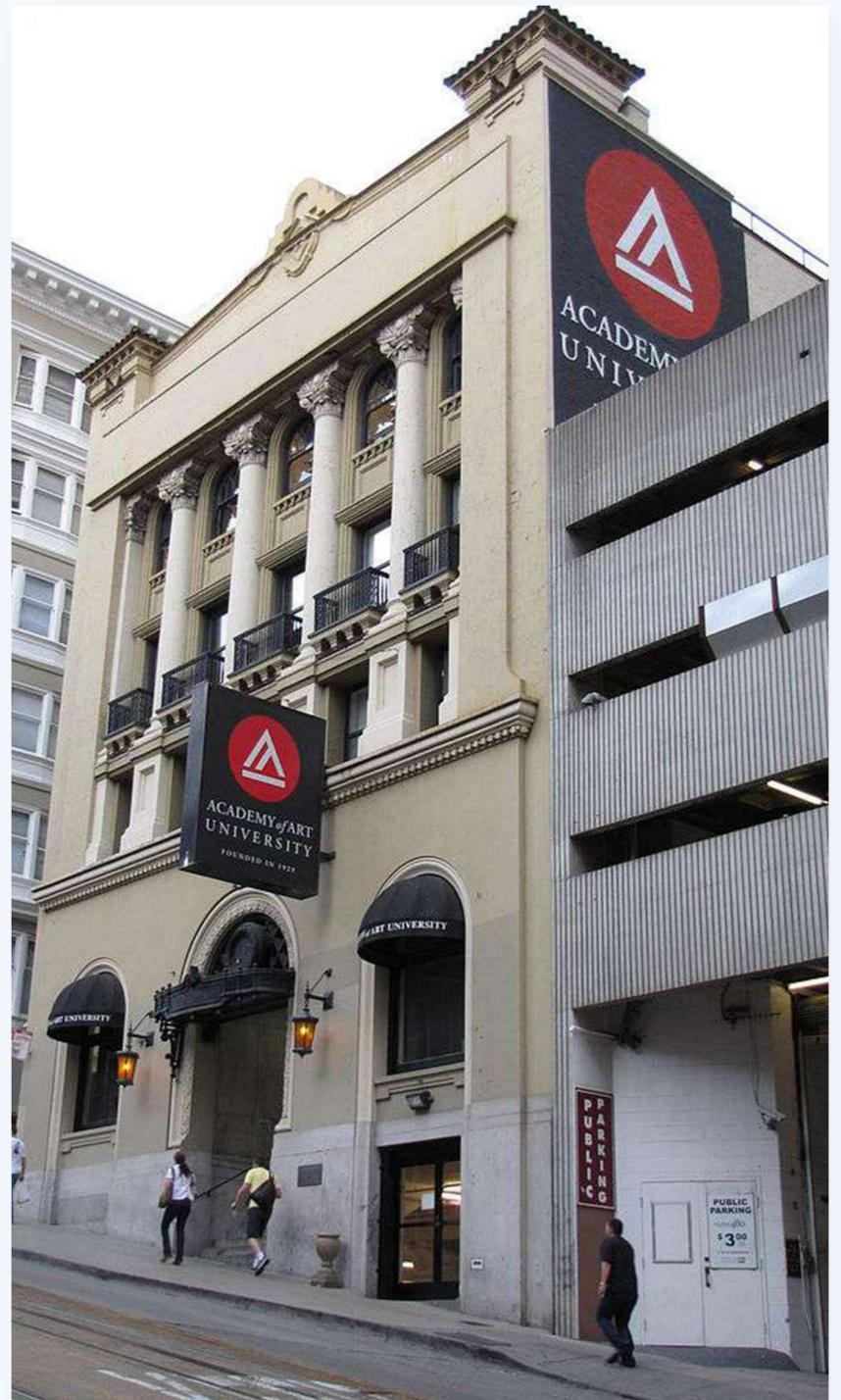


## Solution

- ✓ The Academy of Art University discovered Meera's conversational AI texting platform for lead engagement, nurturing, and automated appointment scheduling.
- ✓ Meera would allow them to send personalized text messages to potential students to warm them up and increase the chances of reinstating an application. This streamlined all aspects of outreach as students were familiar and receptive to text messaging.
- ✓ Even better, they could also use Meera to automate appointment scheduling and instantly warm transfer calls to the admissions team when they were ready.

## Results

- ✓ The Academy of Art University saw a significant uplift in application rates and optimized their canceled application funnel by sending personalized text messages to potential students.
- ✓ This allowed them to get directly in front of interested students, drastically improving their connect and application rates across the board.
- ✓ With Meera, they experienced a 100% increase in call transfer rates while improving their application rates by 250%.
- ✓ Even better: the Academy of Art University saw a 54% improvement in application reinstatements, too.
- ✓ All of these improvements combined helped the Academy of Art University save 80% in contact center costs.
- ✓ More importantly, Meera provided them with a platform that could easily qualify, nurture, and engage leads through all stages of the funnel.



**Before Meera**

Reinstated Applications

**0.47%**

Call Transfers

**20%****After Meera**

Reinstated Applications

**0.72%**

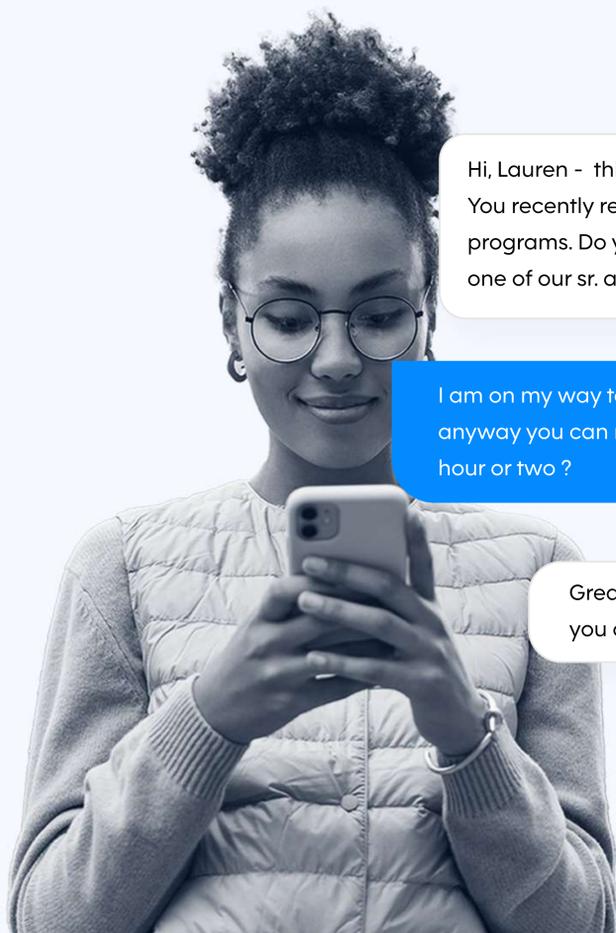
Call Transfers

**40%**

Application Rate

**250%**

Increase



Hi, Lauren - this is Danielle from Art University. You recently requested info about our graduate programs. Do you have a few minutes to talk to one of our sr. admissions rep right now ?

I am on my way to work, is there anyway you can reach back out in an hour or two ?

Great! Our admissions team will call you on May 13, 2019 at 12:00 PM MDT

## About Meera

Meera uses conversational AI and text messaging to streamline lead engagement across the entire sales funnel.

Our AI-powered platform eliminates 80% of the busy work by sending personalized messages to your leads, automatically booking meetings, taking care of back-and-forth communications, and looping in humans at the perfect time.

Discover why top educational institutions use Meera's friendly, human-like outreach to boost application and connect rates with potential students.

Streamline your business with  
Meera's Text-Based **Automation** platform

[Request a demo](#)