



# Case Study

---

How LifeWest Achieved a 95%+

**95% +**

Conversation Rate With Meera

---





## About

---

Life Chiropractic College West's Doctor of Chiropractic and Continuing Education programs are among the most sought-after worldwide.

Its dedication to the profession shapes informs the school's curriculum, with an emphasis on clinical training.

The school aims to instill in its graduates not only the necessary skills and knowledge, but also the attitudes and philosophy that will make them stand out in the profession.

The college's mission goes beyond education, too, to support and connect graduates throughout their careers.

## Challenge



Life Chiropractic College West was preparing for their largest-ever winter class when it happened — pandemic-related turnover reduced the size of their already-small admissions team. At one point, only a single full-time member of the team remained.



To relieve some of the pressure, Executive Director of Admissions Dan Cardenas hoped to expand beyond email and phone calls for recruiting efforts.

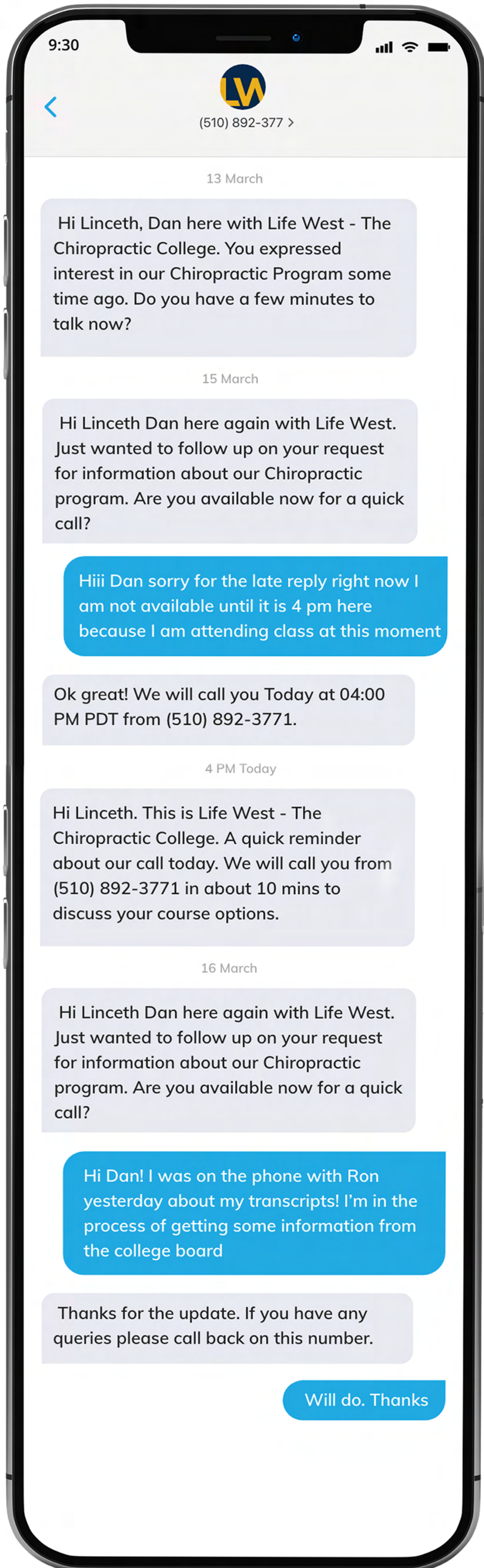
*"We do a lot of programmed emails and things like that, but now people want text messaging"* said Cardenas.

He knew that potential applicants and current applicants could benefit from an well-designed automated text messaging system, and that it could mean fewer touches per contact for admissions officers.



Finally, he aimed to reduce the speed to contact, one of the school's critical KPIs, which was hovering at more than 10 minutes. Based on his admissions experience at other educational institutions, Cardenas knew that shrinking this lag was critical to engaging prospective students, and piquing their interest in the school's programs.

**ACTUAL AI CONVERSATION**



**Solution**



LifeWest deployed Meera’s text-centric conversational AI as a way to augment their short-handed staff, and instantly enjoyed a solution to both of their other major challenges, too.





Decreasing the lag between a prospective student’s first contact with the school to actual information about the programs and curriculum is critical. Just as important is relieving staffers of much of their busywork. Compared to their previous system, Cardenas thought: **“oh man, Meera is almost like real time. It can be making calls and scheduling people.”**



And because Meera’s AI-driven conversations take place over text (using SMS or WhatsApp), persistently dropping contact rates for calls or email are far less of a bottleneck. Texting allows students to request information, and lets the school field inquiries, over the channel that the majority of post-secondary students prefer.

**MEERA** ai

- 

Extends the capabilities of LifeWest’s admissions staff with intelligent, unobtrusive followups, appointment setting, and other foundational outreach tasks
- 

Allows the school to engage students who may be reluctant to answer phone calls, and unlikely to open business emails

“ So we lost another person even during these last few months having Meera, and we didn't lose a beat. We didn't lose a step on it. So we're about to sit one of our largest classes for winter, which is fantastic. ”

## Results —

“Meera plays extremely well into our advisor's strengths. If they can get them on the phone here,” says Cardena, “we see an almost 70% commitment rate from phone to application.” Meera serves as an inviting gateway between prospective students and those advisors, hitting the sweet spot of immediacy and convenience.

Because Meera offers prospective students the kind of friendly, instant responses that human staffers rarely have time to consistently provide, it's handy for more than everyday admissions inquiries, too. “We're going to start using it for our big events too. We have what's called the Discovery Weekend, and our Discovery Weekends are super huge. We fly people in from all over the country.”

The human-like communications that Meera enables have also borne fruit with individual students. When LifeWest's director of admissions started a conversation with one potential student at a recruiting event, she told him that she'd already been in touch with someone at the school: “*In fact, I've got an appointment already scheduled.*” Says Cardenas: “And then it dawned on him, she was like, “Yeah, let me show you the back and forth exchange on the text messaging. So we're all set to meet.”

It turns out, that “someone” was actually Meera—and it was an AI-driven conversation which she'd taken part in to set up her appointment.

LifeWest Achieved  
an Average Conversion  
Rate of —

**95.6%**

Including

**88.9%**

of prospective students  
with previously canceled  
applications

**93.3%**

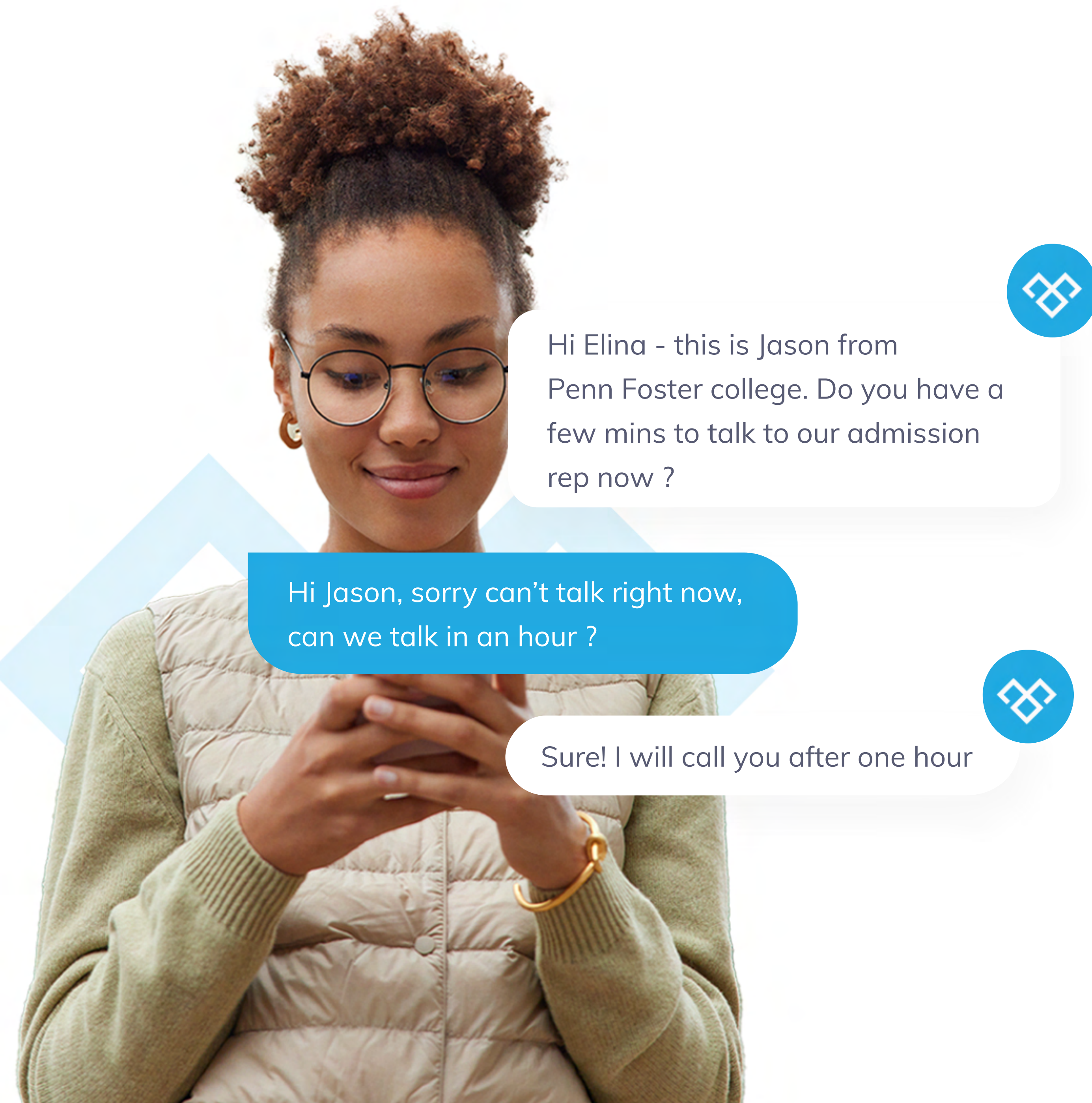
of aged contacts.



Meera plays extremely well into our advisor's strengths. If they can get them on the phone here. We see an almost 70% commitment rate from phone to application."



**Daniel Cardenas**  
Executive Director of Admissions



## About Meera

Meera is a leading text-based automation platform. Meera specializes in conversational lead development and nurturing.

Our AI-powered platform will communicate with your leads using machine learning to start conversations with your sales, marketing or admissions team.

This pioneering platform improves conversion rates and boosts sales for clients across industries by making communications both friendlier and more responsive.

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

[Request a demo](#)