Study Group, accelerating student enrollment.

Global career-focused colleges integrate electronic documents with eSign services, and capitalize on web and mobile devices to streamline student enrollment.

"With its usability and accessibility on all devices, eSign services in Adobe Document Cloud enhance our workflow, remove barriers for students, and encourage a positive enrollment experience."

Sean Steele, Director of Sales, Marketing and Business Development, Study Group Australia

SOLUTION
Adobe Document Cloud
- eSign services (formerly Adobe EchoSign)
Salesforce CRM
Conga Merge

RESULTS

WORKFLOW INTEGRATION
Integrated eSign services into the Salesforce workflow, streamlining the offer and acceptance process

FAST ENROLLMENT
Improved completion time for student enrollments, with more than 25% completed the same day

MOBILE ACCESS
Improved access and information using a mobile signature solution designed to fit a student’s lifestyle

SECURITY COMPLIANCE
Compliant with government regulations through strong encryption and reliable audit trails
Study Group
Established in 1994
Employees: 2,700
Students: More than 50,000 worldwide
United States of America, Canada, United Kingdom, Europe, Australia, and New Zealand
www.studygroup.com

CHALLENGES
- Improve efficiency of the enrollment process
- Engage with students on the growing mobile channel
- Integrate electronic signatures with existing Salesforce workflow

Helping students realize their potential
Study Group prepares students for life in a global society and success in a global economy. Every year, more than 50,000 students from 145 countries enter Study Group programs. Through proprietary institutions and partnerships with more than 100 higher education institutions, Study Group helps each student realize their potential through a transformational learning experience.

Always looking to raise the bar for student experiences, Study Group decided to improve its enrollment process to be more efficient for students as well as enrollment staff. "We needed a solution that was simple to implement, but fits with the way that students interact with technology," says Samantha Brackley, CRM Specialist at Study Group. "eSign services in Adobe Document Cloud integrate seamlessly into our Salesforce workflow while delivering the mobile accessibility that students have come to expect."

Improving experiences for students and staff
With a growing number of students reaching out to Study Group through mobile devices, accessibility is key. "Last year we received 12% of our leads through mobile and we're already on pace to receive 30% through mobile this year," says Sean Steele, Director of Sales, Marketing and Business Development for Study Group Australia. "eSign services enable us to support the students' expectations to do everything through mobile-optimized experiences."
eSign services integrate with Salesforce to send electronic offer letters that can be accessed and signed anywhere, including through mobile devices. The solution is integrated with Salesforce and Conga Merge, so forms are pre-populated with existing student information, which is helpful on smaller mobile screens. Students can sign and return offer letters immediately, rather than waiting for documents in the mail.

Reporting and tracking features in eSign services help sales staff better manage offer letters. They can send automatic reminders and see if letters are waiting for countersignatures from guardians. Dashboards give sales managers an excellent overview into enrollment trends that can be used to measure enrollment rates.

"Using the new e-signatures workflow, more than 25% of enrollments are now completed in the same day with an average turnaround time of 1.4 days," says Steele. "Student Enrollment Advisors can operate much more efficiently now that they don’t need to chase down paperwork."

In addition to supporting the automated enrollment processes, Study Group recruiting agents also use eSign services when they are personally assisting students in completing the enrollment process. Agents are provided with electronic forms that they can fill out, save as PDF files, and send to students through eSign services. Copies of the signed files are automatically shared with Study Group for a seamless, consistent workflow.

As an organization that deals with personal information, security is also a major concern for Study Group. With strong encryption and reliable audit trails, eSign services help the organization comply with government regulations such as the Australian Electronic Transactions Act and the Australian National Privacy Principles. "The security and compliance capabilities were two of the top reasons we selected Adobe Document Cloud eSign services," says Steele. "Study Group uses technology to provide great experiences for students and to enable continuous improvement in sales and marketing processes; a global priority."

By improving speed and efficiency of the enrollment workflow, eSign services contribute to higher enrollment conversion rates. "Students are more likely to choose an institution where the enquiry and enrollment experience is good," says Steele. "With its usability and accessibility on all devices, eSign services in Adobe Document Cloud enhance our workflow, remove barriers for students, and encourage a positive enrollment experience."