

IMPROVING CONVERSION OF INTERNET INQUIRIES IN EDUCATION

BENEFITS

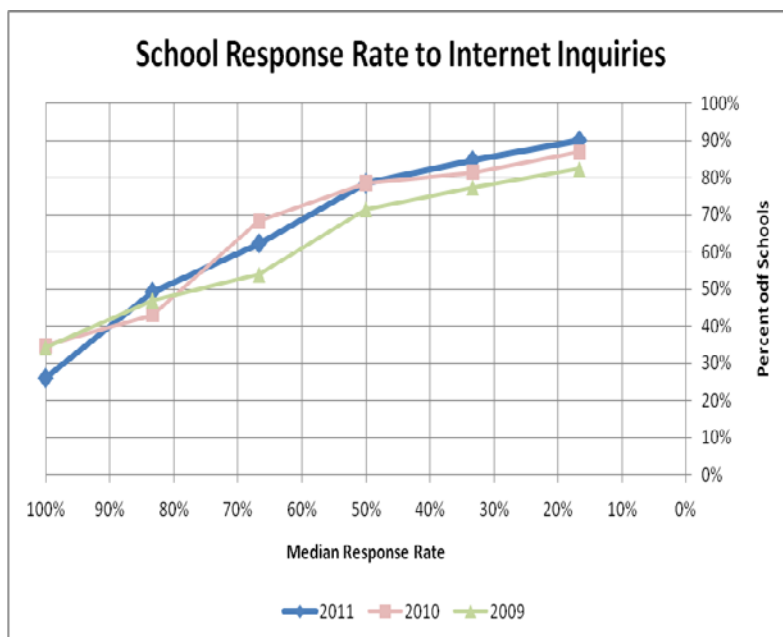
- **Increase Enrollments.** Call fast, call first and improve contact rates, leading to higher enrollment rates.
- **Increase Admissions Productivity.** Spend less time chasing Internet inquiries and more time working with qualified and interested students.
- **Increase Internet Lead Volume.** Work more inquiries with the same number of admissions staff.
- **Improve Vendor Management.** Gain early insight into internet lead performance allowing better campaign management.

SPEED MATTERS

Rapid response to Internet inquiries increases contact and qualification rates. Since 65% - 75% of all transfers occur on the first call attempt made, being first is critical. Industry data shows that the first to contact an Internet inquiry converts at a two to three times higher rate than second to reach the inquiry. Studies indicate that even a five minute delay in calling can reduce the likelihood of conversion by 46 percent.

RESEARCH STUDY ON INTERNET LEAD RESPONSE

LeadQual conducted its third annual survey of more than 100 different schools, evaluating response rates and response times. This year, a total of 776 inquiries were submitted to 130 different schools. Up to six inquiries were submitted on the website of each school to determine what percent of Internet inquiries received a phone response - and how quickly schools responded to the inquiries.



This year, response rates were almost identical to prior years. In 2011, the median response rate was 73%. This is consistent with the 75% response rate in 2010 and the 75% response rate in 2009.

Surprisingly, just 34 schools, representing 26% of the sample, responded to all 100% of their inquiries. This represents a decline from 35% in 2010 and 34% in 2009.

On the other end of the spectrum, 12 schools, representing 9% of the sample, did not respond to *any* of their inquiries in 2011. This was a slight improvement over 2010 and 2009 where 13% and 18% of schools failed to respond to a single inquiry.

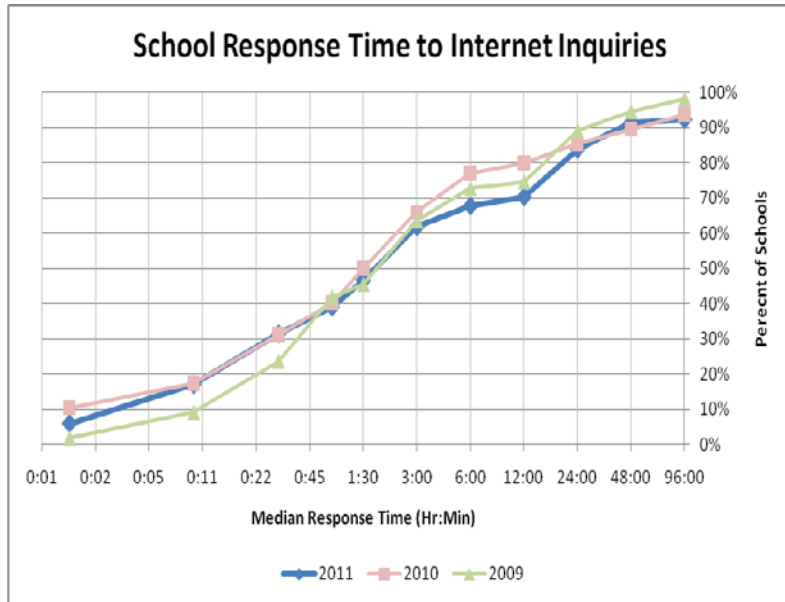
These statistics are particularly alarming considering how much schools spend generating or purchasing internet inquiries.



Response times this year were also very similar to prior years. In 2011, the median time that it took schools to respond to their inquiries was 1 hour and 48 minutes. This was nearly identical to the 1 hour and 30 minute response time in 2010 and the 1 hour and 41 minute response time in 2009.

While many inquiries go unanswered, industry leaders are calling students within 2 minutes of a lead submission. In 2011, 7 of the 130 schools surveyed, or 6% of the sample, responded to their inquiries within two minutes.

This presents a challenge to schools: call all your inquiries in minutes or risk losing students to other schools. However, it is difficult to optimize on speed while also ensuring that all internet inquiries receive a telephone response. Schools that focus on one tend to fall down on the other. With this challenge comes opportunity. According to the LeadQual study, schools that call within two minutes will be first to contact a potential student 94% of the time. Since inquiries contacted first convert at a 238% higher rate than those contacted second, calling first can be a competitive advantage.



LEADQUAL'S RAPID RESPONSE SYSTEM

LeadQual will make an outbound call to school's Internet inquires within two minutes from the time an inquiry is submitted. LeadQual will then qualify each prospective student based on the school's criteria and live transfer the qualified and interested students to the school's admissions representatives. Since LeadQual calls so quickly (last month our median response time was just 26 seconds), our clients are almost always first to reach the student; dramatically increasing conversion.

The LeadQual rapid response system turns Internet inquiries into qualified inbound phone calls to your enrollment advisors. As a result, LeadQual not only increases conversions, but reduces the time admissions representatives waste chasing unqualified leads. This frees up more time to focus on getting qualified and interested prospective students enrolled.

ABOUT LEADQUAL

LeadQual's leadership team has spent more than 10 years helping companies increase Internet inquiries and convert more inquiries into transactions. Founded in 2006, the company has offices in Emeryville, California and in Stratford, Connecticut. We can be found on the internet at www.LeadQual.com

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