

**PASKILL  
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& LORD**

Enrollment Marketing  
for Higher Education

# HOW SECRET SHOPPING Can Improve Enrollment Outcomes

Presented by

***Dana Evans***

*Senior Consultant, Enrollment  
Management and Marketing*

To listen to this webinar call: (631) 992-3221

Access code: 365-830-711



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## Secret shopping is:

- Primary research
- Commonly used in other industries
- Low cost
- Compelling results





## Secret Shopping: The most common findings

- Customer service
- Response times
- Cracks



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**Have you Secret Shopped  
your college or university?**



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## The Benefits of Outsourcing

- Time
- Objectivity
- Anonymity
- Credible data



# SECRET SHOPPING OBJECTIVES



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## Case Study #1: Why is yield declining?



### Communications and Relationship Building

- Level of engagement
- Customer service
- Communications flow and website



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## Case Study #1: Why is yield declining?

- 15 competitors
- Various inquiry methods – online, phone by student, phone by parent
- Tracked responses including phone, email, mail
- Analyzed communications
- Compared tuition and costs



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## Recommendations:

- Faster response time to inquiries
- Differentiate the college from competitors with a strong comms flow that highlights brand messages
  - Parents
  - Content specific to academic areas
- Collateral with personality
- Utilize texting
- Eliminate scholarship application
- Highlight outcomes on the website



## Case Study #2: How are counselors performing?

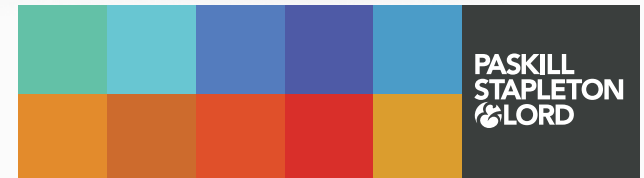


### Communications and Relationship Building

- Level of engagement
- Qualifying prospects
- Customer service



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## Case Study #2: How are counselors performing?

- Inquired by phone, email, online form and microsite
- Over a 10-day period, collected data regarding response times, response types, territory assignments and evaluated the admissions counselor's communication skills
- 36 inquiries to 13 counselors



## Recommendations:

- Establish guidelines for response times
- Improve the quality of responses
- Provide staff training on how to engage with prospective students and learn more about what they want in the college search process
- Review procedures to ensure all inquiries are recorded in the database



## Case Study #3:

### How does our campus visit program compare?

- Stealth visitor
- Student and Parent opinions



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## Case Study #3: How does our campus visit program compare?

- Stealth parent visit for daily tour
- Focus group with campus tour participants
- Attended open house event



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## Recommendations:

- Training for tour guides and faculty on Brand Messaging
- Signage
- Campus appearance
- Campus visit re-structure





## Secret Shopping Can Improve Enrollment Outcomes



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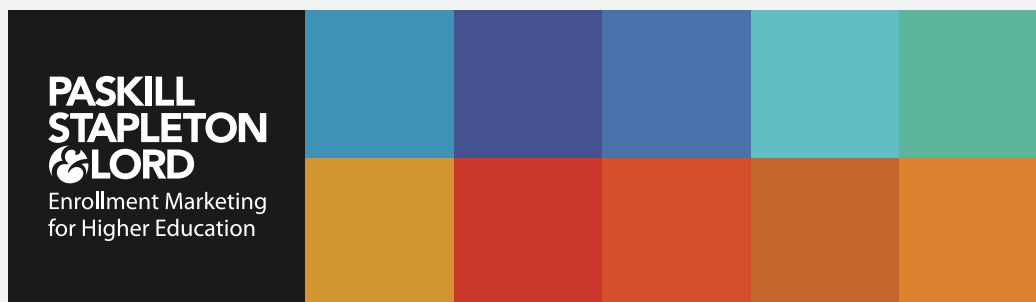


# Q&A



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# Thank You

## Paskill Stapleton & Lord

**Dana Evans**

***Senior Consultant, Enrollment Management and Marketing***

devans@psandl.com • 336.655.2137

**Janet Sieff**

***Business Development***

janet@psandl.com • 412.904.3133

**[www.psandl.com](http://www.psandl.com)**