GirikSMS

CASE STUDY

Enhancing Recruitment and Admissions Communication



Introduction

The epidemic has significantly altered universities' approaches to admissions and recruiting. Universities and colleges have to swiftly adjust to the abrupt switch to online and remote systems. Reaching potential students required more flexible, individualised, and dependable communication strategies, which universities needed to implement. GirikSMS played a key role in helping educational institutions overcome these challenges by offering robust **SMS solutions** that simplified communication processes and improved student engagement.

Challenges

Disrupted Admissions Process: The pandemic limitations caused difficulties with traditional student **recruitment strategies** including university tours, in-person interviews, and rigorous testing.

Uncertainty Among Students: Students were uncertain about their education plans, and some left their institutions because of how they handled the pandemic. It became increasingly difficult to engage and retain students.

Personalized Communication: With virtual interactions becoming the norm, the client struggled to deliver personalized, meaningful communication to a diverse student base.

Coordination Across Departments: Effective recruitment required seamless coordination across multiple departments, which became more challenging in a virtual work environment.

Client Overview

The client is a higher education institution struggling to maintain student recruitment and admissions communication during the pandemic. The admissions team faced significant challenges due to suspending traditional processes like campus visits and in-person interviews. With uncertainty dominating, the client recognized the need for a more innovative approach to recruitment—one that prioritized clear, consistent communication and flexibility.

Solutions Provided by GirikSMS

To address these challenges, GirikSMS provided a suite of SMS-based communication tools to streamline recruitment and admissions efforts:

1. **Opt-in Management:** GirikSMS made it easy for students and parents to give consent to receive important updates and communications, ensuring that messages reached the right people.

2. **Personalised Campaigns:** Using GirikSMS, the admissions team created and launched personalised SMS campaigns. These campaigns were tailored to different student types—new applicants, admitted students, and even international students. This allowed the institution to send targeted messages, reminders, and updates, all in multiple languages.
3. **2-Way Communication:** GirikSMS enabled real-time, two-way conversations between admissions staff and prospective students or their parents. This not only facilitated quick responses to questions but also helped build trust and rapport with applicants.
4. **Auto-Reminders:** Key dates and events, such as application deadlines and interviews, were no longer missed, thanks to automated SMS reminders configured through GirikSMS.
5. **Tracking and Insights:** The platform provided performance metrics for campaigns, including response rates, click-throughs, and engagement levels. This allowed the institution to continuously refine its communication strategy..

Conclusion:

The client was able to revolutionise their hiring and admissions procedure by implementing GirikSMS's solutions. In order to keep potential students engaged and increase enrollment, the university used real-time communication, automatic reminders, and tailored SMS advertising. Tools like GirikSMS offer the efficiency and flexibility required for institutions to remain competitive in the rapidly changing higher education landscape as they continue to adjust to new educational realities.

Results

After implementing GirikSMS, the law firm saw remarkable improvements:

1. **Improved Student Engagement:** The institution observed a noticeable increase in parent and student involvement as a result of prompt and customised SMS correspondence.
2. **Increased Application Submissions:** The institution witnessed a rise in the quantity of applications submitted due to a more efficient and prompt recruiting procedure.
3. **Higher Retention Rates:** During a time of great uncertainty, the school was able to retain more students by responding promptly to their concerns and providing individualised support.
4. **Better Coordination:** With all communication handled through a single platform, different departments could work more efficiently, ensuring a smoother admissions process.