

## CASE STUDY

# Buena Vista University Achieves \$135,588 in Net New Tuition Revenue with Chat

Mongoose's chat solution generated **234 new student inquiries**, enrolling **20 additional students** and **\$135,588 in net new tuition revenue**.



**Buena Vista  
University**



**Location:** Storm Lake, Iowa



**Private** (4-Year)



**Full-Time Equivalency  
Enrollment:** 1,959



**Information System:** Jenzabar



Using **Cadence Text & Chat**  
for Admissions

## The Challenge

Buena Vista University needed to simplify their website experience for prospective students. Their existing live chat was lost on their website and prospects needed help navigating to key information. Staff were burdened with answering the same questions over and over.

## The Solution

Buena Vista University was already working with Cadence Text when Mongoose launched their higher ed chatbot solution. With their existing partnership and extraordinary client support experience, BVU selected Mongoose's chat solution. They easily installed Chat on admissions website pages with a snippet of code and Mongoose programmed answers for the top questions BVU staff repeatedly answered. When a prospective student needed additional support, a staff member was looped into the conversation to assist.

## The Results

Mongoose's Chat solution generated **234 new student inquiries**, enrolling **20 additional students** and adding **\$135,588 in net tuition revenue**.

**\$135,588**  
[ IN NET NEW TUITION REVENUE ]

Frequently asked admissions questions were answered without human intervention, allowing staff to focus on tougher conversations and relationship building. Buena Vista University is able to provide hyper-personalization students need without additional staff.

**Support prospects, drive net tuition revenue.**

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