



# Sullivan University

BoldChat helps Sullivan University make the grade.



INDUSTRY: Education

HEADQUARTERS: Kentucky



“LivePerson was just not a good fit for what we were trying to do. So when we had the opportunity, we reevaluated all of it, and BoldChat was a much better choice from a product and price standpoint.”

— **POPE MOBLEY**, *Digital Marketing Manager, Sullivan University*



## EXECUTIVE SUMMARY

After switching from LivePerson to BoldChat, Sullivan University has achieved the flexibility they needed with one product across three installs, plus a boost in conversions and agent productivity.

## CHALLENGE

The Sullivan University System has a student body of about 5,000 across three schools and 8 campuses in Kentucky and online. They use live chat to connect with prospective students looking for more information on their website and field questions about the school, online classes, programs, degrees, and the application process. They were using LivePerson but found it was too cumbersome and rigid for their needs. They needed to be able to tailor their live chat solution to each of the school’s specific needs, without using three different products to do it.

## SOLUTION

Instead of compromising or changing their process to accommodate their needs, they switched to the much more accommodating BoldChat. With three separate installs but one solution to manage, Sullivan finds it easier to use, far more configurable and a better fit for their business. Implementation was a very smooth rip-and-replace process. Getting admissions officers across three schools up to speed on using BoldChat was also seamless. Sullivan cites that it’s so easy to use, agents get up to speed quickly with minimal training and on their own. Agents can even enroll students entirely from interviews through applications using chat.

## RESULTS

After implementing BoldChat, Sullivan University has experienced significant benefits, including:

- High quality leads captured from site visitors doing online research.
- Higher chance of converting than almost any other lead source – approximately 18% from chat versus 2-3% from paid lead sources.
- Increased productivity through multitasking capabilities.
- User satisfaction by both admissions officers and students.