RESPONDING TO INQUIRIES

Recent surveys done by Study in the USA and other companies have shown that only a third of schools respond to student inquiries within 24–48 hours, and 50 percent do not reply at all. This is alarming considering studies have shown that **students require nine contact points before applying!** Quality responses that are sent in a timely manner are crucial to your success.

Before crafting your response, you should think about what you want out of the interaction. Some students are timid and are not going to volunteer information. More often than not, you will have to ask them. Here are some tips …

- **Respond within 24-48 hours,** even with an initial auto-response.
- **Keep it simple and proactive.** If you give them all the information they need, especially without a question, is there a reason for them to respond?
- **Give a call to action.**
- **Try and keep the line of communication open.** Avoid 'yes' or 'no' questions.
- **Assume they don't understand costs, program outcomes, etc.**
- **Check your spam filters to make sure student's emails are not being filtered out.** Some email addresses from other countries are non-traditional. You may need to work with your IT department.
- **Be aware that some email providers filter out certain html formats.** It's best to keep emails simple, with few hyperlinks and images.
- **Keep prioritizing leads for calling.**

Keep in mind

If students are interested in your English program many of the students (or parents) inquiring probably do not speak English. They may be hesitant to respond in English. In general, there will be a lower response rate. Long emails, forms, etc. in English, especially ones in which they have to write their responses, can also be intimidating.

Inquiry Response Example

FIRST EMAIL to send out within 48 hours of receiving the student's inquiry:

Greetings, [*Student*]!

My name is [*name and title*] at [*school/program*]! I'm glad you're interested in learning more about my [*school*]! What are you planning on studying and when do you plan to begin? Please let me know, and I can help you begin our easy application process.

Sincerely,

SECOND EMAIL to send out if you haven't heard from the student after about a week:

Greetings, [*Student*]!

It's [*name*] again, [*title*] at [*school/program*]. I just wanted to check in and see if you had thought anymore about coming to [*school/program*]. I know you might be busy, but please email me back when you're free and we can discuss your desired major, your expected start date, and all other details!

Sincerely,

study in the
US*A*

studyusa.com | studyintheusaglobal.com