



A STUDENT'S PERSPECTIVE

Higher Education Admissions Report – Prospective Student Survey

Introduction

98% of students agree or somewhat agree that the **quality of support** is an important factor when choosing which school to join.

With high costs of tuition, a growing number of higher education options, and growing up alongside technology – it’s no surprise that students value high-quality support from their higher education.

They want to feel that they are making a wise investment in their future – and knowing that they will receive the support they need from their school can help them feel confident in this decision.

So what support do students expect from their school, and how can schools deliver this?

We surveyed higher education students in North America to learn what matters to them when they are choosing which school to join, how they expect to be engaged, and how schools can increase enrolment with this data at hand.



Data in this report comes from a survey conducted from January 13th, 2023, through January 17th, 2023. Respondents were 18–29 year-olds currently studying at higher education institutions in the United States or Canada, enrolled in a 2-year, 4-year, or graduate program. All of the 226 respondents were domestic students with a 40% male, 60% female split.

Key Findings

What do prospective students want from **higher education engagement**?

Digital communication is the most important support factor.

Live chat is the most popular channel.

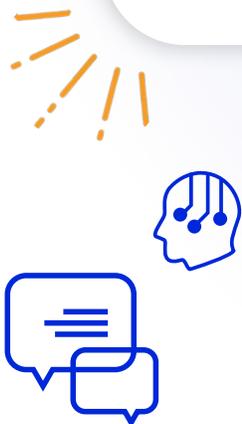
88% want the option of using different channels.

59% are less likely to engage with a school if they have to wait more than 30 minutes for a response.

78% want support staff to remember previous conversations they've had when choosing which school to join.

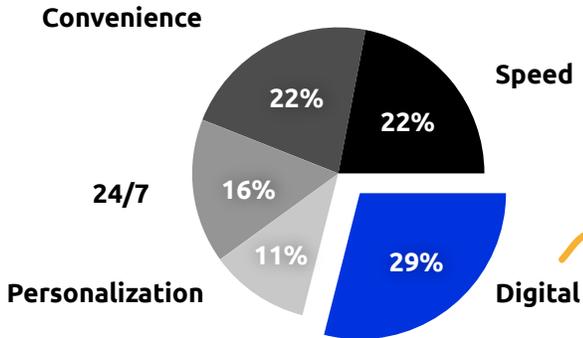
99% think it's at least somewhat important for schools to offer 24/7 support.

95% are at least somewhat open to receiving support from a chatbot.



Digital Communication is the #1 Factor

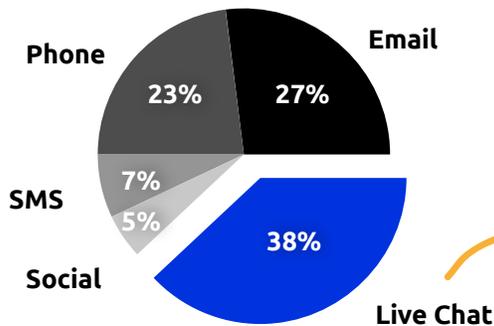
“What is the most important support factor to you?”



Communicating with a school **digitally** is the most important support factor for prospective students.

Live chat comes out on top

“What is your preferred support channel?”



38%

Live chat is the most popular support channel for students, followed by email.

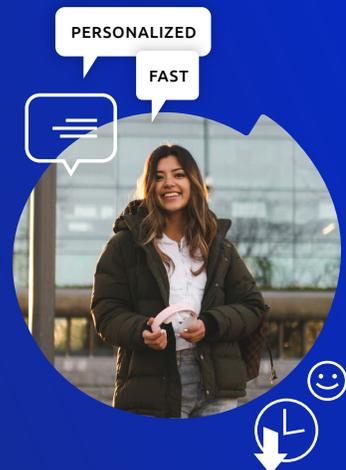
The Bottom Line

With digital communication shown as the most important support factor for students, schools must embrace digital channels to provide prospective students with support where and how they want it.

Of these digital channels, live chat should be prioritized as it is the most popular way for students to connect with potential schools and ask questions. This is largely due to the speed, convenience, and personalization of live chat.

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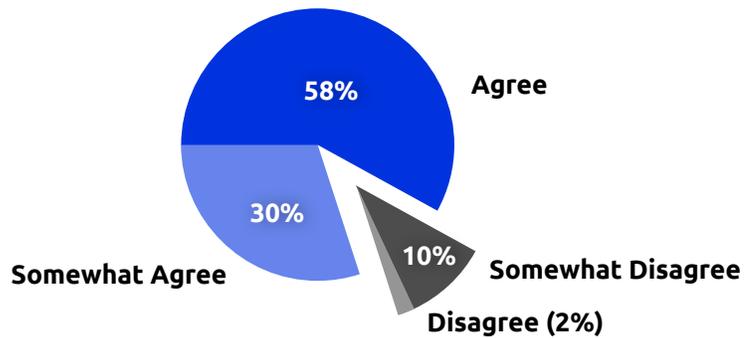
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Communication Choice

How do you feel about the following statement?

"I want the option of using different channels when I need support from a school." (i.e. live chat, phone, email, social media)



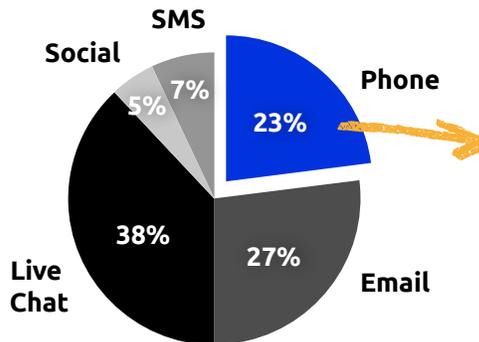
88%

of students want the option of using different channels to connect with schools.

Everyone is Different

"What is your preferred support channel?"

Students had varying preferences for the type of support channels they want to engage with. Offering support on multiple channels will help meet the needs of a broader student body.



23% of students prefer to reach out to their school via phone – a figure that keeps decreasing YOY.

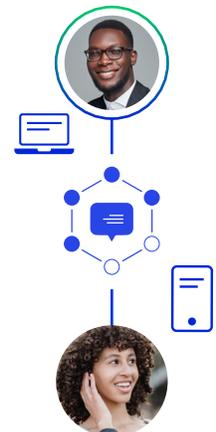
The Bottom Line

Students want the choice of using different channels as and when it suits them. To increase engagement with prospective students and gain their confidence, schools must offer this range and meet their students' CX expectations.

Omnichannel student engagement should be adopted to deliver this experience efficiently and cost-effectively. By connecting every channel together into one platform, agents can easily respond to every message from any channel, from one console.

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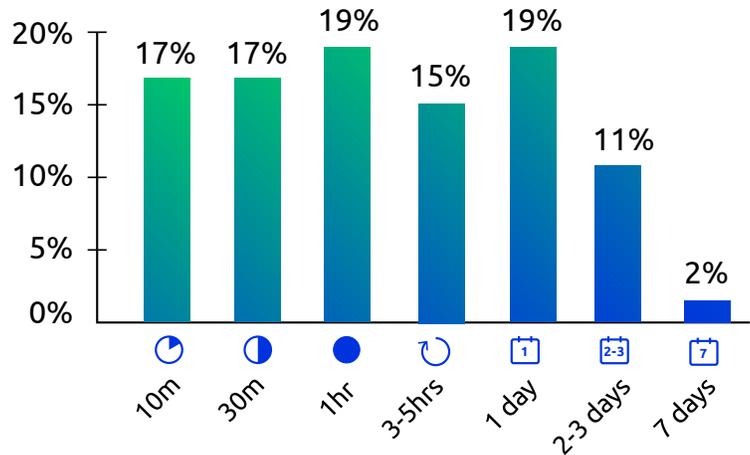


The Need for Speed

How do you feel about the following statement?

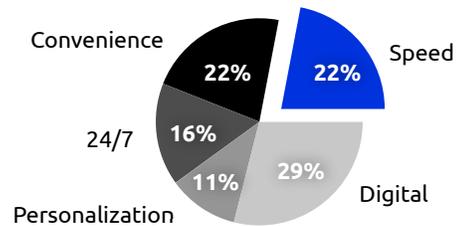
“When I have a query, I think the school should respond to me within...”

53% of students think a school should respond to them within 1 hour after they submit a query.



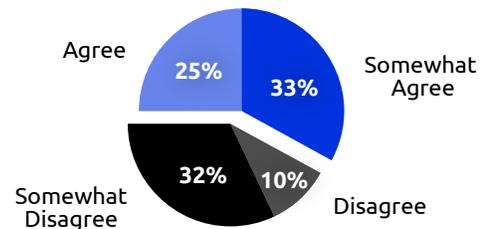
“What is the most important support factor to you?”

Speed is the joint second-most important support factor for students.



“I am less likely to engage with a school if support agents take more than 30 minutes to respond to my query.”

59% of students are less likely to engage with a school if they have to wait more than 30 minutes for a response.



The Bottom Line

Speed of support is incredibly important to today’s students. Slow support can drive prospective students away, decreasing all-important engagement and enrolment.

Live chat is key to delivering fast response and resolution, offering real-time communication. This can be improved even further with chatbots that can answer queries at any time of the day with no wait time or queues.



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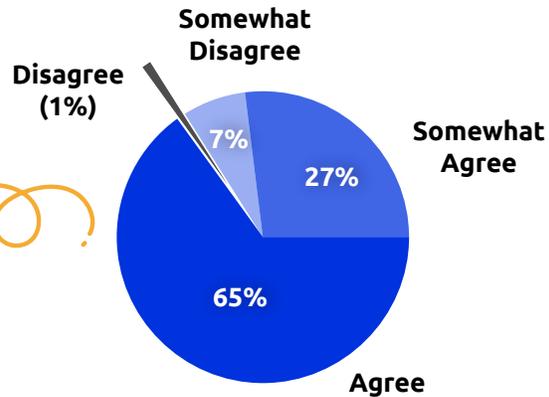
Make Them Feel Valued

How do you feel about the following statement?

“When choosing what school to join, it’s important that I am treated like an individual by the staff I speak to.”

92%

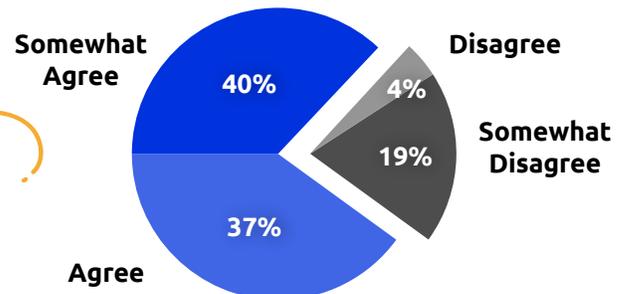
of students agree that being treated like an individual is important to them when choosing which school to join.



“When speaking to potential schools, I want them to remember previous conversations we’ve had.”

77%

of students want support staff to remember previous conversations they’ve had when choosing which school to join.



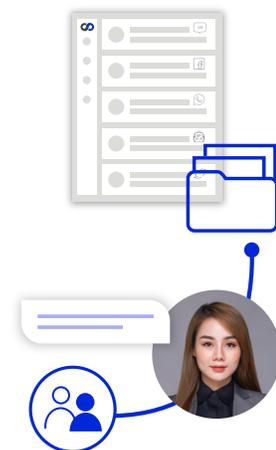
The Bottom Line

It is overwhelmingly important for students to receive personalized support from potential schools. They must be treated like an individual and feel like their enrolment and opinions matter.

To deliver this personalization, schools must adopt omnichannel student engagement software that connects every channel together. This gives the agent a detailed picture of the student and any previous conversation they’ve had, empowering them to provide personal and helpful support.

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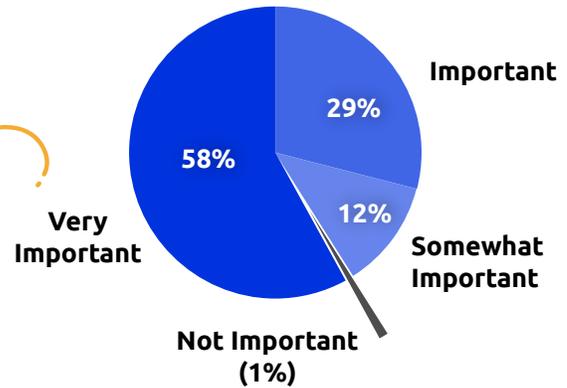
24/7 Availability

How do you feel about the following statement?

“How important do you think it is for a school to offer support to its students 24/7?”

99%

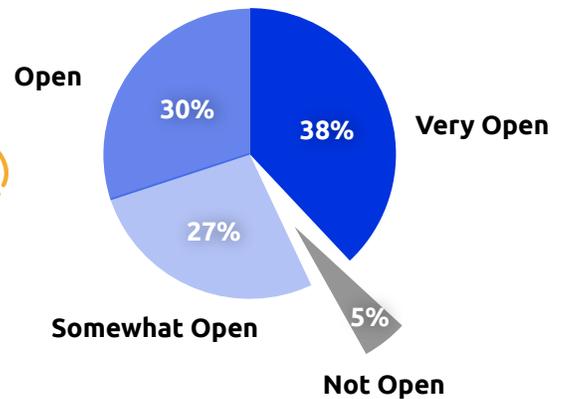
of students think it’s at least somewhat important for schools to offer 24/7 support.



“How open are you to receiving support from a chatbot when you have a straightforward question?”

95%

of students are at least somewhat open to receiving support from a chatbot.



The Bottom Line

Students want to be able to get support from a school whenever they need it, at any time of the day, particularly for students with other responsibilities or urgent issues. Restricting communication to office opening hours will significantly damage engagement with prospective students.

The only cost-effective way to deliver around-the-clock engagement is through chatbots. What’s more, students are overwhelmingly open to using them, particularly when their query is straightforward.

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Wrap Up

The Next Steps

To provide today's students with the support they expect and increase enrolment, schools must deliver support that is:

- Digital
- Convenient
- Fast
- Personalized
- 24/7

With Comm100 Omnichannel, they can do just this.

Comm100 Omnichannel integrates every key digital channel into one unified agent console, powered by zero downtime, the highest standards in security, and AI automation

Join top institutions like Stanford University, McMaster University, The Open University, and Thompson Rivers University who are using Comm100 and providing their students with the support they expect.

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