Vista College Sees Double Record Breaking Tests With KlientBoost's Conversational Marketing

Vista College is a physical and online college that has thrived for more than 30 years by helping students reach their graduation goals to pursue their dream careers.

Prior to working with KlientBoost, Vista College was not able to make conversational marketing (online chat in this case) a revenue driver. Admission reps were slow to answer or non-existent and prospective students did not get the answers they were looking for.

Big drop-offs in the Drift chat playbooks resulted in poor performance, but it was more than just that. KlientBoost decided to qualitatively see what prospective students biggest objections were, which were around pricing, time to graduate, and online/offline options. By using that info and also targeting URLs and behavioral actions, they were able to **lift conversion rates by 33% and then another 292% on top of that.**

How We Did It:

- Simplified Logic Chat Flows

- Behavioral Targeting

- Context Based Targeting

- Breadcrumb Technique

- FAQ Objection Usage
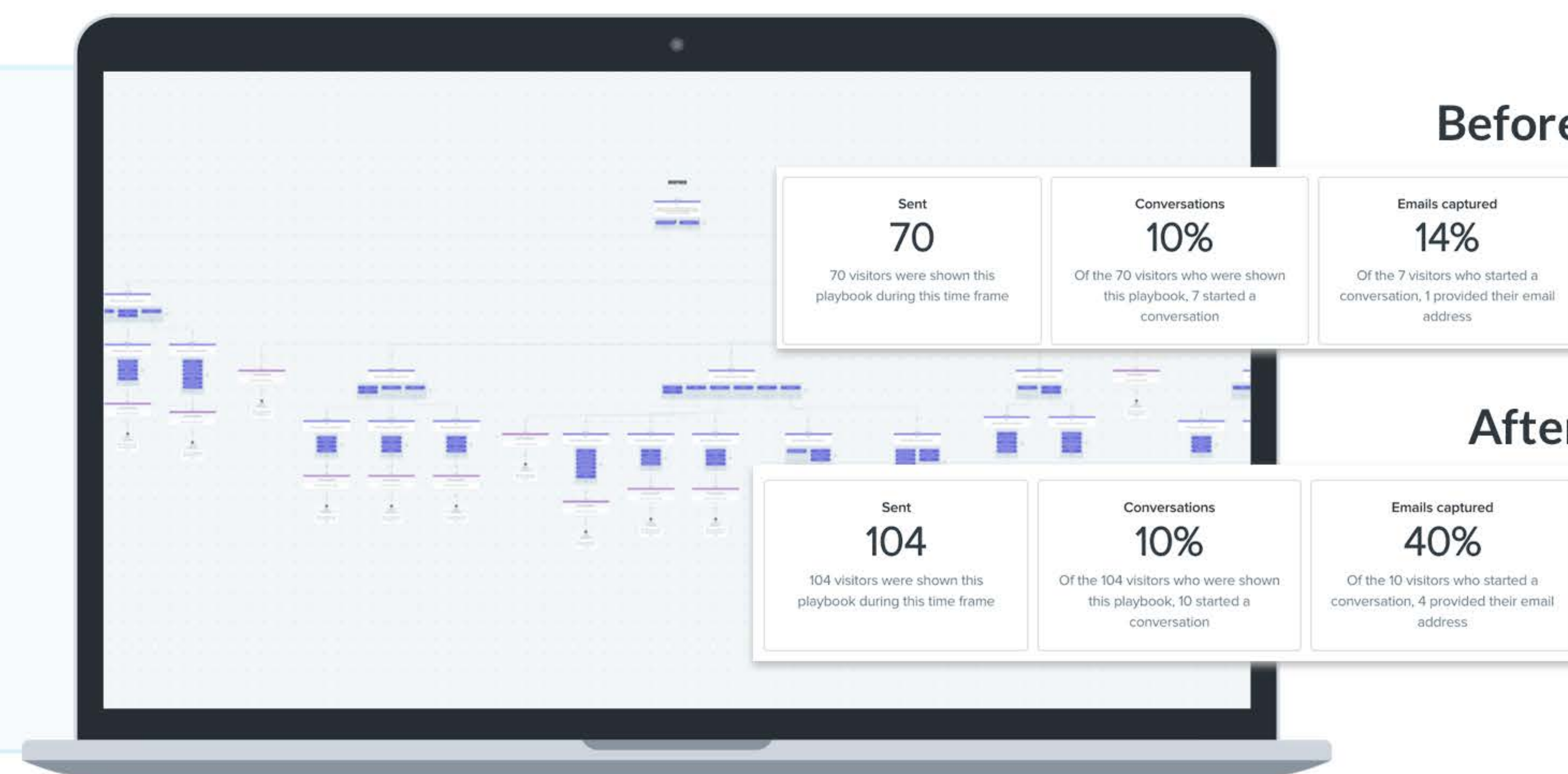
The Results

↑ 292%
Increase in email capture conversion rate

↑ 32%
Faster time to rep

↑ 72%
Improvement in time to reply

Before

Sent	Conversations	Emails captured
70	10%	14%
70 visitors were shown this playbook during this time frame	Of the 70 visitors who were shown this playbook, 7 started a conversation	Of the 7 visitors who started a conversation, 1 provided their email address

After

Sent	Conversations	Emails captured
104	10%	40%
104 visitors were shown this playbook during this time frame	Of the 104 visitors who were shown this playbook, 10 started a conversation	Of the 10 visitors who started a conversation, 4 provided their email address