MONGOOSE & YOUR CRM

Get More from the CRM You Already Run

The missing piece in higher ed engagement

CRMs are essential for managing student data and workflows, but they weren't built for real-time, two-way conversations. Mongoose, the AI Engagement Platform, sits above your CRM and fills that gap, so Admissions, Student Success, Advancement, and every other team on campus can have personal conversations at scale. Your CRM stays your system of record. Mongoose makes it more valuable.

Every conversation matters. More than 1,000 higher ed institutions trust Mongoose as the engagement platform to reach every student, including more than 300 that run it alongside Slate. AI handles the routine, so your team can focus on the conversations that matter.

Why Conversations Matter

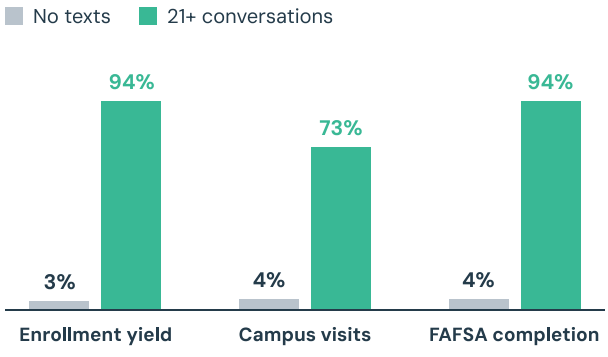
Students, alumni, and prospects expect more than automated reminders. They want a real conversation. Two-way conversations go hand in hand with higher application completion, enrollment yield, and retention, and they tell your team what's actually getting in a student's way.

Mongoose makes it easy to scale those conversations with less staff time, built-in compliance, and native CRM connectors that keep your data in sync.

The Data Behind Conversation-Driven Engagement

For the 2026 Benchmark Report, Mongoose matched conversation volume to real enrollment milestones for 304,913 first-year students across three entry years. The pattern holds at every step of the funnel:

- **Enrollment yield:** Only 3% of students who received no texts enrolled, compared with 94% of students who had 21 or more conversations.
- **Campus visits:** Only 4% of students who received no texts visited campus, compared with 73% of the most engaged students.
- **FAFSA completion:** Just 4% of students with no text engagement completed the FAFSA, compared with 94% of the most engaged students.



The rate climbs with each conversation band, from 1–5 to 21+. This is correlation, not causation, since students already leaning toward a school talk more. But the climb is steep and holds across three milestones and three entry years. (Mongoose 2026 Benchmark Report)

The Capacity Gap CRM Texting Can't Close

The same report, drawn from 53.4 million messages at 411 four-year institutions and 646,423 conversations at 109 community and technical colleges, shows why sending isn't the hard part. Keeping up with replies is.

Nearly 1 in 10

conversations gets no staff reply at all: 9.3% in four-year enrollment, and 18.8% for communication issues at community colleges.

22.7%

of student messages at four-year institutions arrive before 8 a.m., after 5 p.m., or on weekends.

At the 90th percentile, a single enrollment inbox serves

3,268 students.

Your team didn't fail. The math never worked.

Why CRM Texting Alone Falls Short

Some institutions expect to consolidate systems and cut costs by using their CRM's built-in texting. CRMs are great at managing data, but they lack the real-time engagement tools needed to build relationships with students, alumni, and prospects.

Common CRM Texting Limitations

Higher cost per message

Some CRMs bill each 160-character segment as a separate message, so a longer, more personal text costs two or three times as much. Mongoose bills per message. The average Mongoose text runs about 2.4 segments and is billed once.

Replies get buried

In some CRMs, a student's reply lands on their record timeline instead of an inbox, so staff has to go looking for it. Follow-ups come late or not at all.

Staff overload and burnout

Without real-time notifications, staff struggle to keep up with a high volume of replies. Messages go unread, opportunities slip, and morale drops.

Limited compliance protection

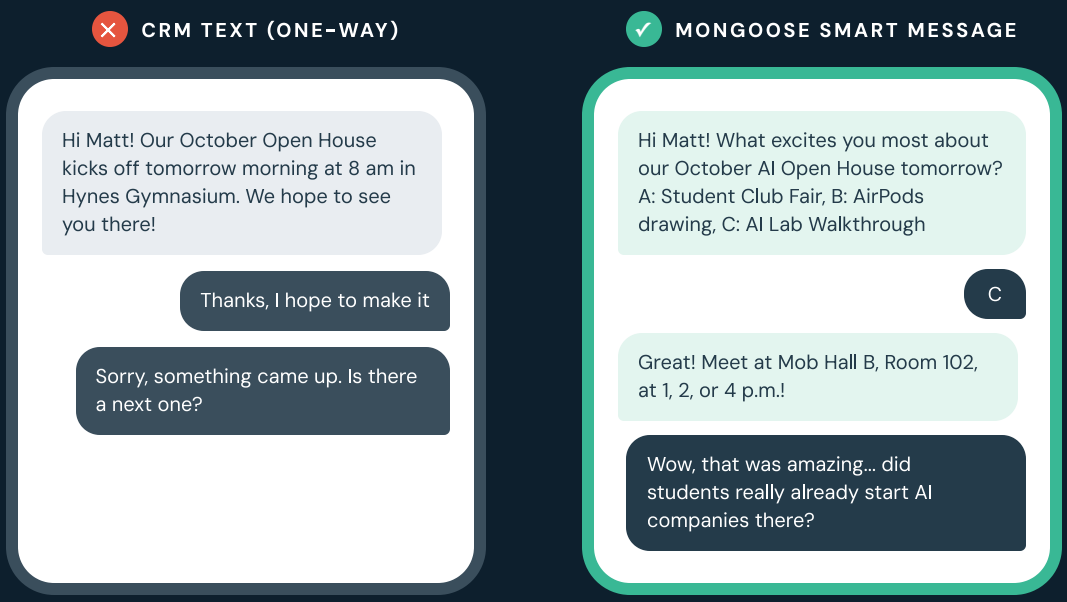
Some CRMs leave A2P 10DLC registration, carrier approvals, and opt-out management to the institution, raising the risk of message filtering, regulatory issues, and reputation damage.

Mongoose gives you real-time engagement, better cost efficiency, and simpler compliance, so your team can have the conversations that matter.

> "We went a couple of years without texting at all, and we saw a dip in engagement. I fought hard to bring Mongoose back, and it's made a huge difference."
>
> **Amanda Dowdle**, Director of Annual Campaigns and Development Officer, Presbyterian College

Beyond CRM Texting: Smart Messages

Smart Messages turn one-way blasts into interactive, personal conversations. Instead of a static reminder, a Smart Message asks a question, and each reply triggers a tailored follow-up. That reduces no-shows and tells your team what students care about. In the 2026 Benchmark Report, Smart Messages earned 2.3x to 4.1x the reply rate of standard sends at four-year institutions, and 4.6x at community colleges.



AI That Takes Routine Work Off Your Team's Plate

CRMs store records and track outreach, but they don't help your staff keep up with the replies. Mongoose does. The Inbox Assistant, an AI agent available today for Text, works alongside your team in the inbox:

- ✓ Reads and analyzes every incoming message
- ✓ Answers common questions from your institution's approved knowledge
- ✓ Flags high-priority messages and escalates anything that needs a person

Your team stays in control, and a human is always in the loop. AI handles the routine. Humans handle the work they came here to do.

Going Beyond Basic CRM Reporting

Mongoose reporting shows what's actually working across your conversations, not just whether a message was sent. Teams can:

- ✓ Track delivery rate, reply rate, and reach per contact for every send
- ✓ Compare performance by channel, team, user, inbox, and campaign
- ✓ Spot messaging peaks and lulls so you can plan when to send
- ✓ Export analytics for your own reporting and compliance tracking

By pairing Mongoose with their CRM, institutions move past transactional messaging to more personal, effective engagement.

How Mongoose Makes Your CRM More Valuable

Real-time conversations

Students get timely, mobile-friendly replies, so they don't go quiet on you.

Multi-channel engagement

Have real conversations across Text, WhatsApp, and Web Chat. Web Chat resolves 74% of visitor needs without staff, even after hours (2026 Benchmark Report).

AI that handles the routine

The Inbox Assistant answers common questions and escalates what needs a human, so staff can focus on the conversations that matter.

Reporting that shows what works

See reply rates, reach, and results by channel, team, and campaign.

Built-in compliance management

Mongoose handles A2P registration, opt-outs, and texting rules, reducing institutional risk.

Cross-campus collaboration

Admissions, Student Success, and Advancement teams all get the tools they need, with Shared Inboxes and Team Templates to keep outreach consistent.

Results from Mongoose Partners

8.7%

enrollment growth at McLennan Community College from fall 2023 to fall 2024, with 80% of routine inquiries automated through Web Chat

63%

response rate on event reminders at Oregon State University – Cascades, 20 points higher than phone calls alone

300%

increase in Giving Day donations at Brenau University

Essential Questions to Ask Before Relying on CRM Texting

1. **What are the messaging costs?**
   Mongoose sends texts for more than 1,000 institutions, and that volume lets us offer lower per-message costs.
2. **How are incoming texts handled?**
   CRMs rely on desktop notifications or record timelines, which slows responses. Mongoose sends real-time mobile alerts to a Shared Inbox so your team can reply faster.
3. **Does the platform build relationships?**
   CRMs are built to manage data, not conversations. Mongoose is where student relationships get built and moved forward.
4. **Can every department use it?**
   CRMs often limit access to specific teams. Mongoose works across campus, so every team can see the conversations that matter.
5. **Who handles compliance?**
   CRM texting often leaves A2P registration and compliance to the user. Mongoose manages regulations, opt-outs, and A2P standards for you.
6. **What does the reporting show?**
   CRMs offer basic reporting. Mongoose shows delivery, reply rates, and reach by channel, team, and campaign, and the Inbox Assistant flags the messages that need a person.
7. **How fast is customer support?**
   CRM providers often deprioritize texting support. Mongoose's support team replies to most inquiries within a few hours and resolves most issues within a day, so your outreach keeps moving.

Mongoose helps institutions move past transactional messaging to conversations that build trust and drive measurable results. Same team. More capacity. Better outcomes.

Schedule a demo today.