mongoose

ENROLLMENT & ADMISSIONS

Reach Every Prospective Student, Without Adding Staff

The math has never worked in admissions. National averages put one admissions officer against roughly 1,000 applications, and the enrollment cliff, rising competition, and students who expect a text back in minutes, not days, haven't made that math any easier. Outdated CRMs and email-heavy outreach weren't built for that. They store records and send blasts, but they don't hold a conversation.

Mongoose sits above your CRM as the engagement layer: the place where student relationships are actually built and moved forward, with your team always in control.

The Gap is Structural, Not a Staffing Failure

1 in 11

enrollment conversations gets no reply at all (9.3% unresolved rate).

3,268

student contacts can be managed through a single enrollment inbox.

Enrollment

is the highest-volume text channel in higher ed — and what earns a reply is conversation, not broadcast.

Your team didn't fail.

The math never worked. Efficiency — not more hires — is the lever that's still available.

Source: Mongoose 2026 Benchmark Report — State of Engagement in Higher Ed, 4-Year Institutions, 228 enrollment teams

What Mongoose Is

Mongoose is the engagement platform more than 1,000 higher-ed institutions trust to reach every student. At the core are real, two-way conversations across Text, WhatsApp, and Web Chat. Mongoose extends those conversations with AI Agents that take action, and sits above your CRM (Slate, Salesforce, Banner, and more), maximizing it rather than replacing it.

How It Helps Enrollment & Admissions Teams

More Capacity

Reach more prospects and applicants without growing your team. Automated nudges and AI-handled routine questions free counselors for the conversations that need a human.

Coordinated, Timely Engagement

Every message reflects where a student actually is — inquiry, application, admit, deposit — instead of disconnected outreach from separate offices. Text outperforms email for reaching today's students.

Built for the Enrollment Journey

Purpose-built for admissions, not a generic tool retrofitted for campus use. Reminders, deadline nudges, and yield campaigns are designed around how students actually move from inquiry to enrolled.

Outcome Visibility

Reporting on reply rates, response time, and campaign performance gives leaders a clear read on what's working, and where.

What's Included

TEXT

- **Smart Messages** to gather information, gauge intent, and automate follow-up at scale
- **Segments** to target outreach — for example, messaging every incomplete application with no reply in 7 days
- **Shared Inboxes** so admissions staff collaborate on outreach from one place
- **Scheduled Messages** and **Autoresponders** for deadline reminders and after-hours coverage
- **AI Suggested Replies** and **AI-Generated Templates** to help staff respond faster without losing their voice

WEB CHAT

- **Live Chat / Shared Inbox** for real-time answers on your admissions pages
- **AI Assistants** to handle common questions 24/7, with a clear handoff to staff when needed
- **Lead Capture** that also collects and documents texting consent

WHATSAPP

- **Campaigns** and **Team Templates** to reach international and out-of-state prospects in their preferred channel, in multiple languages

AI AGENTS

- **Inbox Assistant** *(available now)* — reads incoming messages, answers common questions from your approved knowledge base, and flags what needs a human
- **Application Completion Agent** and **Enrollment Yield Agent** *(in development)* — proactive, personalized follow-up on incomplete applications and admitted-student melt

Proven in the Field

- **60% year-over-year increase in undergraduate deposits** — Kettering University, after implementing a campus-wide texting strategy.
- **85% enrollment likelihood for students who exchanged 16+ texts** (70% for those who simply replied) — Minnesota State University Moorhead turned generic texting into personalized conversation.
- **20–30% response rates and a major drop in no-shows** — South Texas College replaced outdated outreach tools with Mongoose Text.
- **Scaled graduate recruitment with a small team** — Jacksonville State University used Mongoose to deliver more personalized, timely outreach and grow graduate enrollment

Every Conversation Matters

Mongoose helps your team turn every inquiry, application, and admit decision into a real conversation — one that builds trust and moves a student forward, at a scale your staff alone can't reach.

Book a 30-Minute Demo

Get the 2026 State of Engagement in Higher Ed Benchmark Report

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For higher-ed institutions that must engage more students than they can ever reach by hiring, Mongoose is the AI Engagement Platform that runs two-way student conversations across text, WhatsApp, and web chat, and extends them with AI Agents that take action. Unlike a CRM, which stores records, Mongoose is where student relationships get built and moved forward, with humans always in control.

More than 1,000 higher-ed institutions, from community colleges to large public universities, use Mongoose to raise enrollment, retention, and the student experience without growing staff. Mongoose sits above the institution's CRM and SIS as the engagement layer, connecting to the systems institutions already run rather than replacing them.