

3 WAYS TO

Reduce Manual Enrollment Work

and boost staff capacity



THE PROBLEM

Manual Work Adds Up and Creates Enrollment Drag

As staff juggle multiple systems, reports, and communication channels, prospective students can experience delays, uncertainty, and missed next steps. Excessive manual work also creates unnecessary strain on admissions staff. This infographic highlights **three ways to reduce manual work and build a more efficient enrollment process.**

Common manual tasks that drain staff capacity [a lot of lost time]:

- ▶ Switching between systems to answer student questions
- ▶ Responding to student emails and calls
- ▶ Sending enrollment reminders
- ▶ Tracking incomplete applications
- ▶ Identifying stalled students
- ▶ Scheduling student appointments
- ▶ Coordinating handoffs across offices

Unintended impact on prospective student and staff:

- ▶ Students are left waiting for answers
- ▶ Students get stuck at key enrollment milestones
- ▶ Prospects move through the funnel more slowly
- ▶ Staff are unable to provide consistent outreach and personalization
- ▶ Students are lost during handoffs
- ▶ Leaders have limited visibility into funnel health
- ▶ Staff get burned out

THE SOLUTION

Tactics to Move Toward a Solution

1 De-silo data with centralized student records

Disconnected systems and static spreadsheets create extra work for staff and contribute to data loss. In contrast, a centralized and holistic student record saves time and makes it easier for staff to take the next best action with every student. A single student record also makes it easier to collaborate with colleagues and ensure a smooth handoff process.

HOW NAVIGATE360 CAN HELP:

Comprehensive dashboards make it easy for staff to access real-time data and move students through the funnel more efficiently.

75% of higher ed leaders say institutional data remains at least partially siloed across systems

2 Lean on automation for the busywork

When staff are overburdened with tedious and high-volume tasks, valuable engagement opportunities slip through the cracks. Let automations handle the most time-consuming and transactional aspects of prospect management, such as deadline reminders, progress nudges, and event invitations. This will keep students moving through the funnel and free up staff time for human interaction and complex support tasks.

WHAT NAVIGATE360 CAN DO FOR YOU:

Automate outreach, application management, and nurture communications using purpose-built workflows and best-practice templates.

OVER 60% of enrollment staff plan to leave or retire in the next three years due to the unprecedented strain they are under

3 Use AI to personalize outreach at scale

When staff spend time rewriting emails and segmenting lists by hand, it steals valuable time that they could be spending on other high-impact activities. With AI-supported content creation and segmentation, institutions can deliver a personalized experience across the enrollment journey. When operating from a comprehensive student record, AI agents can tailor messages based on funnel stage and unique student characteristics, such as intended major, start date, or financial need.

WHERE NAVIGATE360 COMES IN:

Agentic content creation and customized segmentation allow enrollment teams to deliver the right message to the right person at the right time.

25%+ average capacity increase for staff using Navigate360 AI

The Navigate360 Enrollment CRM Alleviates Manual Work Through



Agentic reminders, task queues, and follow-up workflows



Centralized data for prospects and applicants



Higher education-specific AI to support personalization and prioritization



Pre-built templates and dashboards that reduce setup time



Rapid implementation that gets teams up and running in as little as 100 days