

BRONZE WINNER > SYLVAN LEARNING

CATEGORY: MARKETING OPTIMIZATION

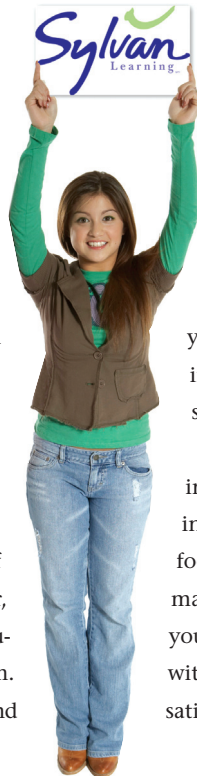
Sylvan Does Its Homework on Customer Value

Sylvan Learning provides study guidance and tutors for students to help them achieve the best education possible. But the company was in need of some extra help of its own when it came to prioritizing prospects.

Previously, Sylvan employees had no way to judge a prospect's likelihood of becoming a customer. They simply followed up on leads based on the order they received them. In January 2007 the company began working with TargusInfo to score leads.

Matching up name, address, and phone number with demographic and lifestyle data from TargusInfo, Sylvan now has a better understanding of the prospect at the moment she interacts with the company. Sylvan creates a customer score based on information such as level of affluence, home ownership, and distance from a center, and compares it to profiles of existing customers to calculate a prospect's propensity to enroll in a tutoring program.

Customers are segmented into platinum, gold, silver, and



bronze groups based on their profile and needs. Employees differentiate their treatment of those prospects by group. Customers in the top two value groups, for example, receive informational DVDs via mail detailing the Sylvan approach to improving student performance.

As a result of the customer profiling program and DVD promotion, Sylvan Learning increased its inquiry yield from platinum and gold contacts by 30 percent, increased its initial enrollment rate by 41 percent, and saw sustained enrollment rates rise by 25 percent.

"When you have someone in a center that [takes] an incoming call or check a website form but doesn't have any insight into probability to enroll, they don't know where to focus their resources," says Sara Costello, director of direct mail and conversion marketing for Sylvan Learning. "When you can support all those people handling incoming requests with a more automated system, they can focus on the conversation with the person." ★ Elizabeth Glagowski