

Understanding Collegis Benchmarks ^[1]



March 13, 2023 by [jennifer.mortensen](#) ^[2]

While both the Integrated Online Services (IOS) Salesforce org and Collegis Thoughtspot dashboards provide a wealth of data to our campus partners, assessing the information provided and understanding the next steps based on it can be overwhelming. This wiki will document standard benchmarks you can consider as you review your data and make actionable decisions based on it.

General Benchmarking

General benchmarking occurs in Collegis Thoughtspot dashboards. These dashboards are available on demand at the links below. Additionally, Collegis includes key data points in the scheduled email updates provided to campus partners.

- [Anschutz Thoughtspot Dashboard](#) ^[3]
- [Colorado Springs Thoughtspot Dashboard](#) ^[4]
- [Denver Thoughtspot Dashboard](#) ^[5]

Each of these dashboards contains substantial amounts of data related to Collegis' efforts, and some of the components also contain references to industry standard benchmarks. Collegis will note the number of leads they are attempting to make contact with as well as actual dispositions.

- **Contact Rate:** Campuses should expect a contact rate between 45% and 55%.
- **Dispositions:** The average successful disposition should be 40%. Successful dispositions include leads who schedule appointments, who are transferred to an enrollment navigator, or whose inquiry was received from a family member. All other dispositions are considered unsuccessful.
 - If you notice an unusually high number of failure dispositions, this may indicate that your current outreach and/or advertising strategy should be modified.
- **Lead Clock:** If an inquiry is received during Collegis business hours, the lead clock will start immediately. If a lead is generated outside Collegis business hours, the lead clock will not start until business hours begin.
- **No-Show Rate:** Currently, Collegis can only accurately report on no-show rates for CU Denver given their use of the full recruitment pipeline. Once leads move to the appointment phase of the pipeline, Collegis no longer has access to view data related to outcomes.
 - If you are experiencing high no-show rates, we recommend that you work with

- Collegis directly to pull additional data for investigation.
- Overall Collegis data illustrates that timeliness is essential for success: appointments scheduled within a few days of initial contact have a much higher success rate than those scheduled with greater time between inquiry and appointment.
 - Campuses concerned with no-show rates may want to consider email/text reminders for appointments using Calendly (instructions coming soon). When Calendly is used this way, it can provide more detailed data on no show rates.
 - **Speed to Lead:** Each of CU's campuses handles incoming leads slightly differently; therefore, the speed to lead times in Thoughtspot are not always accurate. If you have specific questions about speed to lead for your campus, please discuss with Collegis directly.

Display Title:

Understanding Collegis Benchmarks

Send email when Published:

Yes

Source URL:<https://www.cu.edu/blog/integrated-online-services/understanding-collegis-benchmarks>

Links

[1] <https://www.cu.edu/blog/integrated-online-services/understanding-collegis-benchmarks>

[2] <https://www.cu.edu/blog/integrated-online-services/author/13789>

[3] <https://collegis.thoughtspot.cloud/#/pinboard/554a3871-f3d4-4445-ad7f-32c60de06382>

[4] <https://collegis.thoughtspot.cloud/#/pinboard/3308ccc7-6729-4d12-9ed9-28d40e56524e>

[5] <https://collegis.thoughtspot.cloud/#/pinboard/a56e2877-2055-4df3-a67c-82a8d963d31c>