

PMSQUARE CASE STUDY



Mastering Market Trends

A leading enrollment marketing agency set out to transform student engagement by creating an embeddable, rapidly deployable AI chatbot that collects student information and delivers personalized guidance on admissions, financial aid, campus events, and the application process.

OBJECTIVES

Build a Scalable Platform

Create an AWS-native AI chatbot framework capable of rapid, multi-institution deployment.

Enhance Student Engagement

Deliver personalized, intelligent interactions across admissions, financial aid, campus life, and application topics.

Enable Seamless Interactions

Provide consistent, context-aware conversations across web, SMS, and voice with secure data handling.

APPROACH

- AWS-native architecture
- Multi-channel experiences
- RAG-powered data handling
- Marketing automation integration
- Robust security + DevOps

RESULT

Accelerated Client Deployment

Delivered a scalable, production-ready platform that allows rapid rollout of customized chatbot instances across multiple schools.

Improved Student Engagement

Enabled seamless, context-aware conversations across web, SMS, and voice with rich multimedia experiences that increase interaction quality.

Enhanced Operational Efficiency

Empowered non-technical staff to manage chatbot content and configurations independently, reducing reliance on developers and speeding updates.

IMPACT

The chatbot platform positioned the enrollment marketing agency as a technology innovator in the higher education space. With the foundational architecture in place, the agency can now rapidly deploy AI-powered engagement tools for new school clients, creating a significant competitive advantage in their market.



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