MORAN
Consulting, Inc.

CASE STUDY

EDUCATION

A Student-Centered Financial Aid Turnaround

Students and parents expect timely, friendly answers and a sense of community, even in a virtual classroom. For one of the largest community colleges in the country (80,000+ students, six campuses), Moran helped turn a discouraging financial aid process into a student-centered one.

RESULTS

What changed

+40%
improvement in college-wide satisfaction scores

Up to +10%
higher student satisfaction on every measure and every campus

+6%
financial aid application completion

2,000+
additional students enrolled, worth millions in tuition

> *When students are treated as customers, more of them enroll and stay.*

THE CHALLENGE

What they were facing

The financial aid department had a reputation for a long, complex and discouraging process.

- Dangerously low student satisfaction with financial aid
- A complicated approval process
- Potential students not applying because of the reputation
- 40% of students who started never finished the aid application

THE APPROACH

What Moran did

1. **Service Essentials™ for Everyone**
   Customer service training for all staff.
2. **Benchmarking and redesign**
   Best practices from dozens of institutions to streamline application-to-award.
3. **Clearer communication**
   Simplified communication with students and between departments.
4. **Relationship building**
   Team building to strengthen ties between departments.

MORAN SERVICES IN THIS WORK

Process Improvement | Service Essentials™ Training | Culture Change | Employee Engagement

What's standing between your organization and *where you want to go?*

Moran Consulting · Transforming organizations. Empowering people. Since 1997.

Let's talk. service@moraninc.com · 800-880-0116
moraninc.com/industry-reports/education/