

# Simplifying Information Requests and Boosting Leads

For higher education organizations, delivering quick and excellent service is key to converting leads into students. When CNM Ingenuity needed to revamp their lead generation system, they used Formstack to create a successful process for information requests.



## CNM Ingenuity, Inc.

CNM Ingenuity, Inc. is a nonprofit created by Central New Mexico Community College. The organization supports a new approach to education that provides accelerated educational opportunities in key workforce areas and innovative training and development to foster economic growth.

<b>Industry</b>	<b>Customer Since</b>
Nonprofit, Higher Education	2014

<b>Use Case</b>	<b>Products</b>
Lead Generation - Request for Information	Formstack for Salesforce

<b>Features</b>
Native Builder

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## Challenge

When potential students came to the CNM Ingenuity website, they were unable to contact the correct person to fit their specific needs. Responses to information request forms were slow, and it often took many back-and-forth emails for the potential student to be placed in contact with the correct employee. After this first interaction, tracking the potential student's future interactions was nearly impossible.

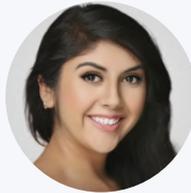
**1,800**  
information requests from potential students requiring responses

## Solution

Because CNM Ingenuity uses Salesforce as their CRM, they chose Forms for Salesforce to revamp all their lead generation forms. Thanks to its native integration with Salesforce, any information captured on their lead generation forms now feeds directly into Salesforce. Students can quickly submit their information, and the form automatically alerts the correct employee to respond to the inquiry.

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**A lot of my work revolves around automating business processes and digitizing our workflows. The initial implementation of Formstack has been so successful that we have continued to develop it across the organization.**



**Erin Maestas**

Digital Platform Architect at CNM Ingenuity, Inc.

## The Results



Enabled real-time responses to information requests



Developed a way to track student interactions throughout their entire lifecycle



Removed all manual data entry from the lead generation process



Improved sales funnel tracking from contact to enrollment



Enabled team to quickly process more than 1,800 information requests



Created a more meaningful first contact with leads due to improved data collection