



INDUSTRY Education
WEBSITE generalassemb.ly
LOCATION New York

General Assembly aces qualifying leads challenge with interactive quiz feature.

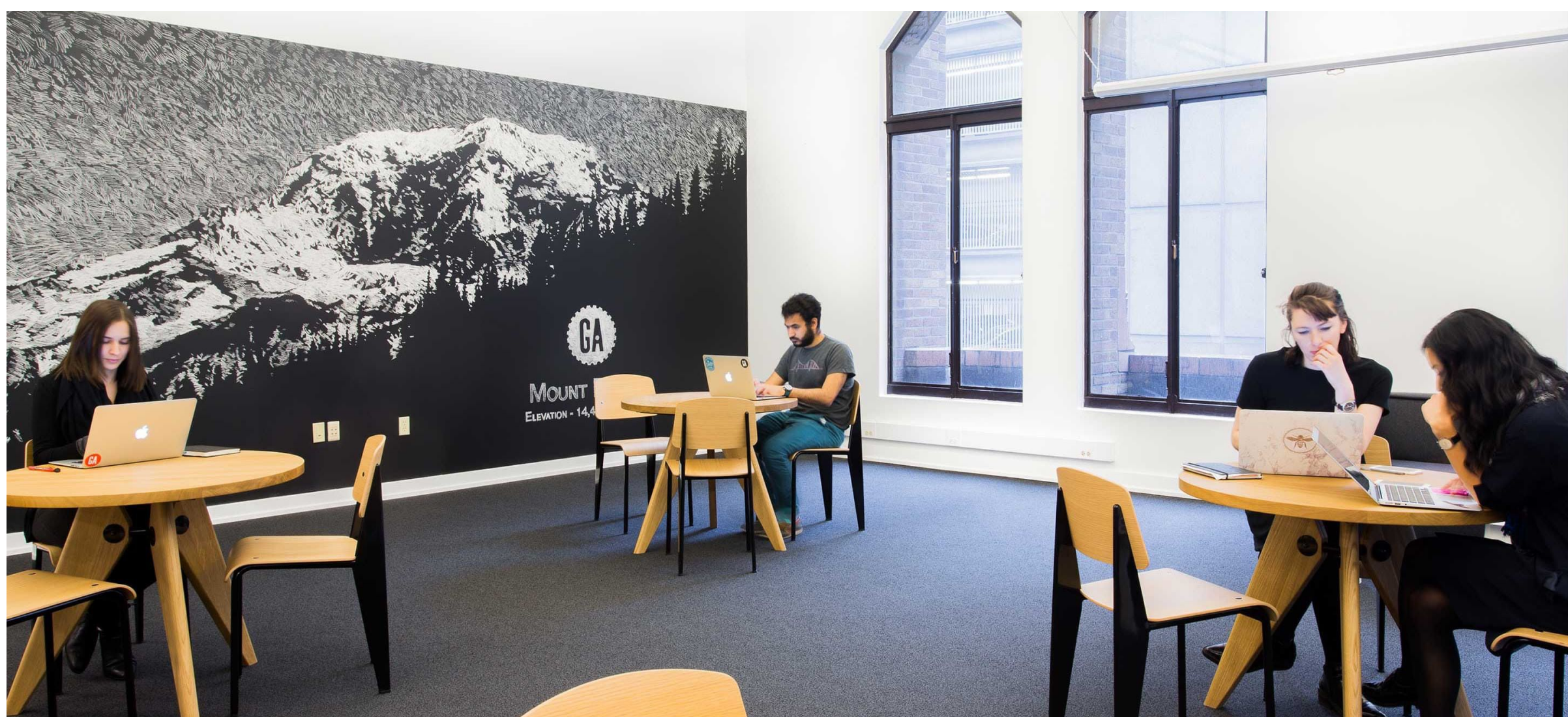
Tech education provider General Assembly beat the leads conversion conundrum with a digital assistant that features a highly successful “Find Your Field” quiz.

Solution

The team created an interactive quiz to capture email leads on its website, which continues to garner an incredible ROI for the company.

Challenge

General Assembly wanted to stay ahead of competitors in a saturated online education market by gathering high-qualifying leads in a fun and memorable way.



CUSTOMER STORY: GENERAL ASSEMBLY

When it comes to education and training opportunities, students and job seekers have more choices at their fingertips than ever before.

From virtual, in-person and hybrid schools to certifications and advanced accreditations, the competition among educational institutions vying for the attention of potential students is at an all-time high.

Not only have most traditional four-year colleges and universities started offering online programs, but countless other educational programs and platforms now cater to job seekers looking to enhance their portfolios.

General Assembly (or GA) is a leading source for training, staffing, and career transitions. Since 2011, the company has delivered exceptional curriculum and staffing solutions to employers, students, and job seekers in the tech space. GA offers training for today's most in-demand skills, such as UX design, coding, product management, and data analytics to more than 35,000 graduates across the globe.

Because of their forward thinking and longtime presence in the industry, General Assembly is a textbook example for how to efficiently capture high-intent leads using the perfect mix of technology and creativity.



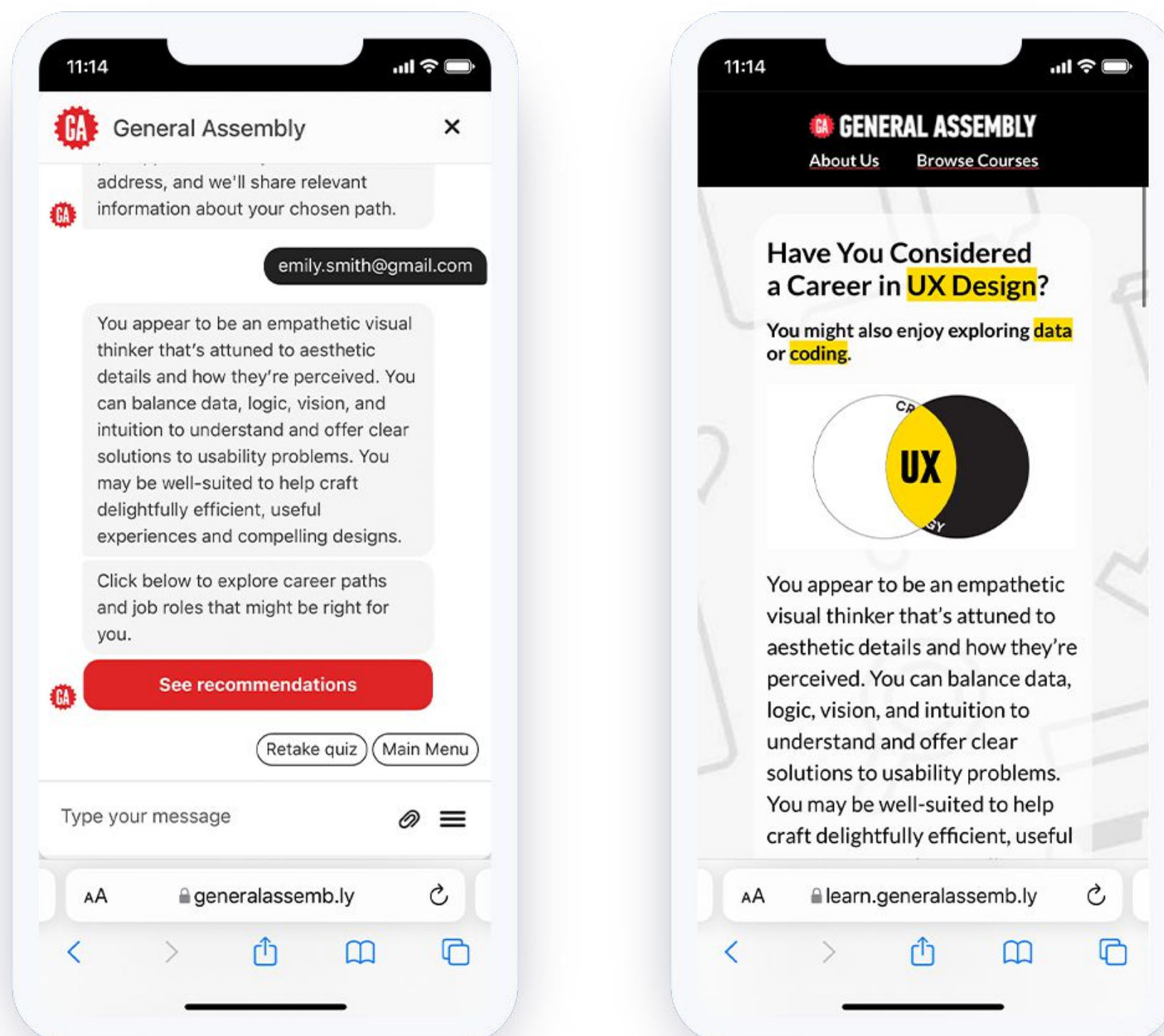
Preparation makes perfect.

Nothing good ever comes from cramming at the last minute, and as a longtime leader in the education space, the GA team knew this well. First, they anticipated facing challenges in the saturated e-learning market and powered up their inbound marketing resources to stay ahead of the curve.

No strangers to lead generation tactics, the team felt the best use of company time and resources would be to enhance existing channels with tools like text automation and chat bots. The goal: to efficiently capture site visitors' email addresses while making the experience entertaining and memorable.

GA's conversion and personalization goals were in crystal clear focus. Their next step was to enhance existing touch points and transform requests for contact information into ongoing conversations with prospective students using conversational AI.

The team also hoped to capture and nurture users who showed specific interests in their classes and programs to grow consideration over time. To do so, they needed the right technology partner to introduce personalization.



Building digital assistant features in a class of their own.

In partnership with Quiq, General Assembly addressed their lead-generation needs and launched a digital assistant on its website featuring a “Find Your Field” quiz to help visitors explore career options and click out to course pages.

The fun, interactive quiz featured a short series of questions that pinpointed a user’s interests and skill sets. This created a relevant career path recommendation for each user.

The teams worked together to identify on-site pages where users had high intent to browse courses and ask questions related to career transitions. From there, Quiq crafted logic to ensure the quiz triggered a call to action automatically during those strategic moments of a user’s onsite journey.

The General Assembly team thoughtfully curated featured content, with Quiq helping to optimize the conversational flow based on web chat best practices.

After the initial experience launch, the team developed key optimization for users to input their emails at the end of the quiz. After providing their email addresses, users could view their personalized career path recommendations.

Using Natural Language Processing (NLP), the experience automated the flow of data between users and the custom interface. Adding this self-service function allowed users to search products and courses across General Assembly’s catalog—and provided access to a robust library of relevant FAQs.

For customers unable to completely self-serve, Quiq built an integration with Front App featuring a seamless agent ticket generation form to facilitate an agent reaching back out to the user at their earliest convenience.



Acing the conversion game.

The “Find Your Field” quiz triggers have proven to be successful in generating a steady flow of new prospective customers for General Assembly to nurture and convert. On a monthly basis, the “Find Your Field” quiz yields 60% user completion.

The experience is also proving to be one of the most efficient lead generation sources on GA's website. Around 26% of new prospect emails have since converted into leads for GA's high-value long-form courses, outperforming the lead conversion efficiency of GA's lightbox modal (which provides the highest single-source volume of new emails from their website).

Revenue per new email has also been on par with the lightbox modal, indicating the quality of leads has remained consistent to GA's standards given the higher lead conversion efficiency.

Not only is the “Find Your Field” quiz a great example of creative content that converts, but it's also the kind of long-term tactic that can be used in many different ways across many different channels.

Quiq enabled General Assembly to achieve:

- **26%** lead conversion rate
- More than **60%** quiz completion rate per month



What's next?

Since the quiz has proven successful at the top of the funnel, the team plans to permanently integrate it as part of their core on-site experience. What that means is atomizing the quiz content and moving it into other communications channels to capture leads in front of audiences that might not go directly to the website first.

General Assembly will do this by expanding the quiz experience across multiple marketing channels, including Facebook Messenger and SMS, leveraging proven content to reach out to a broader range of prospective students.

Perhaps the best part of the quiz? Everybody gets an 'A.'

Congratulations to General Assembly for acing the lead generation game using the perfect mix of content strategy, creativity, and messaging technologies.

