

REPORT

Mongoose Wrapped 2025: A Year in Conversations

How higher ed showed up, spoke up, and connected,
one conversation at a time.

This year, conversations won. Across campuses big and small, institutions turned texts and chats into momentum — helping students take action, get answers, and feel supported every step of the way. This is the story of how higher ed leveraged Conversation Intelligence to talk, listen, and deliver empathy at scale in 2025.

I. The Big Picture: A Year Defined by Conversations at Mongoose

Higher ed didn't just send messages this year, it created moments. Moments of clarity, reassurance, support, excitement, and connection. Here's what that looked like at scale.

Texting: The Conversation Engine of Higher Ed

Mongoose Text, Wrapped

77,026,897

messages sent across thousands of campus teams

10,233,274

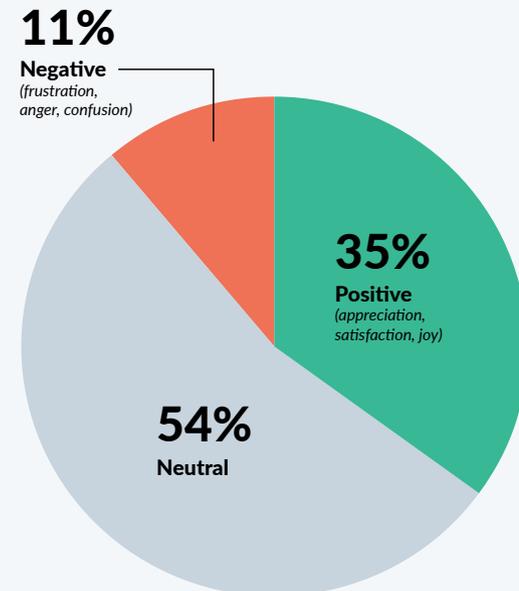
student messages received

 WELL-TIMED, HELPFUL TEXTS = TRUST. STUDENTS OVERWHELMINGLY RESPONDED WITH APPRECIATION, CLARITY-SEEKING QUESTIONS, OR CURIOSITY.

How Students Felt

Trust grows when students feel heard.

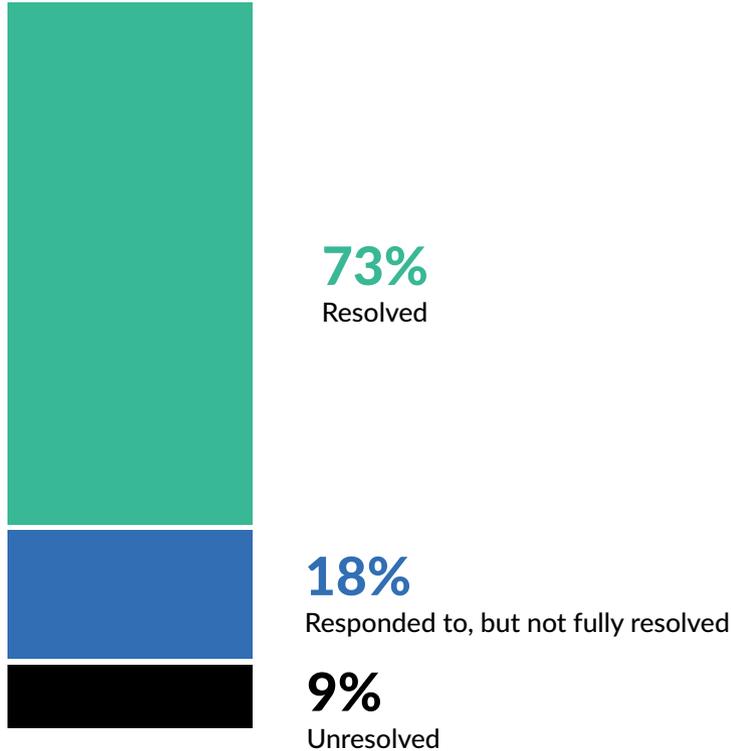
And this year, 35% of conversations sparked appreciation, satisfaction, or even joy.



*Data in this report reflects an analysis of Mongoose platform activity from November 2024 through November 2025. Selected insights and benchmarks are drawn from [Mongoose's 2025 Benchmark Reports](#).

How Conversations Ended

Engagement grabs attention. Resolution drives outcomes.
And this year, 73% of conversations delivered exactly that.



 NEARLY 3 IN 4 STUDENTS GOT EXACTLY WHAT THEY NEEDED – FAST.

Chat: Where Students Found Answers 24/7

Mongoose Chat, Wrapped

Students aren't waiting. They're asking.
And with millions of messages and 74% self-service, Chat answered—instantly.

3,427,723

total messages

213,738

impressions

160,834

student responses
(75% engagement)

119,486

fully self-serviced
conversations
(74% self-service)

17,071

routed to humans

39,722

leads captured

 STUDENTS WANT HELP RIGHT NOW. CHAT DELIVERED, RESOLVING MOST ISSUES BEFORE STAFF EVER HAD TO JUMP IN.

Opt-Out Trends: Why Students Stay (and Why They Leave)

Across all institution types, one theme dominated: Relevance = retention. Irrelevance = opt-outs.

Top Insights



Decision-stage messages lead to opt-outs.

Withdrawal/Deferment topics hit 13.4% — students have already made their call.



General inquiries = disengagement.

Broad, vague, or “check-in” messages are the biggest opt-out drivers.



Advancement has the highest opt-outs.

18.4% of Advancement conversations include opt-outs
Fundraising follows at 9%



High-need topics almost never lose students.

Mental Health: 0.2%
Support Services: 0.8%
Academics: 0.8%
Financial topics: 1.0%
Appointments: 0.8%



Emotion matters.

Frustration: up to 16% opt-out
Appreciation: <1%



AT 2-YEAR INSTITUTIONS, NEUTRAL-TONED TEXTS—OFTEN THE ONES THAT FEEL GENERIC OR IMPERSONAL—DRIVE SOME OF THE HIGHEST OPT-OUT RATES. THESE MESSAGES SEE 1.3–1.4% OPT-OUTS, ROUGHLY THE SAME AS MESSAGES WITH NEGATIVE SENTIMENT.

II. The Power of Two-Way Conversations

Across all institutions, one insight says it all:



Two-way conversations perform up to **7.5x better** than one-way notifications.

When students can reply, clarify, or ask follow-ups, they:



Respond faster



Complete tasks
sooner



Stay engaged longer



Build deeper trust
with their institution

This isn't just messaging. **It's relationship-building at scale.**

*Two-way conversation benchmarks are sourced from [Mongoose's 2025 Benchmark Reports](#).

How Departments Compare

Admissions

Students leaned in most around:



Applications



Campus visits



Scholarships & aid



Deferment



Academics



HIGH APPRECIATION. HIGH CLARITY-SEEKING. HIGH VOLUME. EARLY-STAGE STUDENTS WANT SUPPORT – TEXTING IS WHERE THEY LOOK FOR IT.

Student Success

The most emotionally diverse conversations – and some of the most impactful:



High appreciation for academic help



Strong engagement for appointments



Extremely low opt-outs for support topics



STUDENTS STAY WHEN THE MESSAGE FEELS HUMAN AND GENUINELY HELPFUL.

Advancement

A tale of two experiences:



Reunions and events → big appreciation



Fundraising → big engagement, but also the highest opt-outs



Alumni engagement → among the most positive sentiments overall



RELEVANCE AND TIMING ARE EVERYTHING.

III. The Human Touch

Behind every workflow and automation are people using conversations to care for students. These voices capture what that looked like in 2025:

“

Texting through Mongoose feels personal and consistent—students know there’s a real person on the other end.

LISA GARDNER
DIRECTOR OF STUDENT SUCCESS AND
ADVISING, MONTCALM COMMUNITY COLLEGE



“

If we want students to do something, we text. Emails are ignored. Mongoose makes everything easier—for us and them.

MATT FORTESCUE
DIRECTOR OF ENROLLMENT,
KETERING UNIVERSITY



“

The chatbot fills a huge gap in after-hours support. Students feel heard, even when we’re not there.

LISA CLINE
TITLE III LASSO PROJECT DIRECTOR,
NORTHWESTERN OKLAHOMA STATE UNIVERSITY



“

We don’t have 4,500 staff members. But with Mongoose, we’re giving 4,500 students the experience of someone who cares.

BRIAN SONDEY
ASSOCIATE VP FOR ENROLLMENT AND STUDENT
SUCCESS, DUTCHESS COMMUNITY COLLEGE



ACROSS THE BOARD, THE PATTERN IS CLEAR: STUDENTS RESPOND WHEN COMMUNICATION FEELS REAL, RESPONSIVE, AND HUMAN.

IV. The Tech Behind It

Every “wow” moment in this Wrapped comes back to one engine: the Mongoose Conversation Intelligence Platform.

The Conversation Hub

Text, Chat, WhatsApp — all in one place, built for speed, personalization, and scale.

The Intelligence Hub

Deep analytic insights. A smarter way to understand:

- What happened
- Why it happened
- What to do next



Feature Spotlight: Smart Messages

This year, Mongoose Smart Messages powered higher engagement across departments in 2025:



Admissions teams used them to clarify intent and reduce melt.



Student Success teams turned them into check-in workflows and reminders.



Advancement teams used quick, conversational prompts to guide donors and alumni through giving or event steps.

The result? More replies, clearer intent, and more efficient handoffs — with staff spending less time chasing and more time connecting.

BATCH MESSAGE

Hi Matt! Our Sept Open House kicks off tomorrow morning at 8 am in Hynes Gymnasium — we hope to see you there!

Hi Matt! Our Sept Open House kicks off tomorrow morning at 8 am in Hynes Gymnasium — we hope to see you there!

Thanks, I hope to make it

Sorry, something came up. Is there a next one?

SMART MESSAGE

Hi Matt!, What excites you most about our October 'AI' Open House tomorrow?

A: Student Club FAir,

B: AirPods drawing,

C: AI Lab Walkthrough

C... 🤔

Great! Meet at Mob Hall B #102 at 1, 2 or 4pm!

Wow, that was amazing... did students really already start AI companies there?

V. The Future of Higher Ed Messaging

In 2025, every message sent, received, or resolved reflects a moment where a student, alumni, friend, parent, or prospect reached out and found an institution ready to help.

Mongoose's Conversation Intelligence doesn't just transmit information.



It builds momentum.



It shapes futures.



It strengthens community.



It fosters empathy, at scale.



THIS YEAR MADE ONE THING UNMISTAKABLY CLEAR: CONVERSATIONS AREN'T A CHANNEL; THEY ARE THE FOUNDATION FOR WHAT MOVES PEOPLE FORWARD.

Here's what's coming next:



AI Agents

Digital teammates that unlock your team's human capacity.



Hyper-Personalized Journeys

More tailored, more on-time, more relevant than ever.



Channel Harmony

Text, Chat, and WhatsApp working seamlessly together.



Insight-Driven Everything

Real-time sentiment, behavioral cues, intent signals, and conversational analytics shaping the entire student experience.

Your Year in Conversations

Your institution has a story too — full of moments, impact, and insight.

Mongoose customers, book time with your Customer Success Manager to get a snapshot of your year in conversations and learn how you can achieve top results for your institution.

Learn more about Mongoose at hellomongoose.com or [book a demo here.](#)

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