



The Admissions Enquiry Checklist

12 checks for the enquiries your school already receives

12

Each check uses your own phone, website and last season's records, and none needs outside help. Run them yourself, then hold any agency's pitch against them, ours included.

01 Reply speed

- ☐ Send a WhatsApp enquiry to your school at 11 am on a weekday. Note the minutes until the first reply.

NOTE

- ☐ Call the admissions number at 1.30 pm and again at 5.45 pm. Count the rings before a person answers.

NOTE

03 Visit booking

- ☐ Book a campus visit the way a parent would. Count the calls or messages needed to confirm a slot.

NOTE

- ☐ Check whether a parent can pick an open visit slot on their own, or has to wait for a callback.

NOTE

05 Channel capture

- ☐ List every place enquiries arrive, from walk-ins to Meta lead forms. Check each lands in one list someone owns.

NOTE

- ☐ Open your Google Business Profile on a phone. Check the hours, phone number, admissions link and photos.

NOTE

02 After-hours enquiries

- ☐ Send the same WhatsApp enquiry at 9 pm on a Sunday. Note when the first reply arrives and what it says.

NOTE

- ☐ Submit your own website enquiry form on a Sunday evening. Record the day and hour of the first reply.

NOTE

04 Follow-up

- ☐ Pick ten families who visited last season and did not apply. Count the follow-ups each one received.

NOTE

- ☐ Write down who follows up after a visit, on which day, and when a quiet family reaches a senior person.

NOTE

06 Where admissions come from

- ☐ For ten of last season's admissions, note where each family first heard of the school.

NOTE

- ☐ Divide last season's admissions by last season's enquiries. That is your own enquiry-to-enrolment rate.

NOTE

For a second read of your results, Victory TechNxt runs a free Admissions Audit with a one-page scorecard. Message us on WhatsApp at +91 93247 34747 or email hello@victorytechnxt.com, Monday to Friday, 10:00 to 18:00 IST, or visit schools.victorytechnxt.com.