

Increasing Conversions in a National Admissions Center			
Sponsoring Company:	American Addiction Centers	Contact Person:	Ruchi Dhami Director, Brand & Design 440-223-1203, ruchi@rehabs.com
Project Background	<p><u>American Addiction Centers</u> (NYSE: AAC) is a leading provider of inpatient and outpatient substance abuse treatment services. We treat clients who are struggling with drug addiction, alcohol addiction, and co-occurring mental/behavioral health issues. We currently operate substance abuse treatment facilities located throughout the United States. These facilities are focused on delivering effective clinical care and treatment solutions. In addition to our 30+ treatment centers, AAC owns and operates a portfolio of digital properties and directories which provide information and educational resources to those seeking addiction treatment.</p> <p>AAC receives a large volume of inbound leads from our corporate, facility, directory, and library websites and other digital and social platforms. These leads are received by our Nashville-based admissions team in the form of calls, emails, texts, and online form fills. Unique SMS leads that garner engagement convert to admissions in one of our treatment centers at 31.74%. AAC is looking to increase conversions by better addressing our audience's needs, understanding our potential clients, and improving our SMS handling practices using market research data to help more people receive the treatment they need for their addictions.</p>		
Questions of Particular Interest (in order of importance)	<ol style="list-style-type: none"> 1. What can a sentiment analysis of SMS messages with "opportunities" (potential clients) reveal regarding the creation of opportunity personas and successful lead warming tactics? 2. Are there words or phrases that potential clients seem to be influenced by, empathize with, triggered by, or that cause conversion or drop-off? Do these vary by lead source or other demographic? 3. Can we optimize SMS lead conversations by identifying indicators of the lead quality level? 		
Project Goals	<ol style="list-style-type: none"> 1. Deployable strategies which increase AAC's conversion rate by 1% 2. Reduce drop off by 20% 		
Available Research	<ol style="list-style-type: none"> 1. SMS transcripts in SalesForce that match the appropriate "lead records" and "case records" 2. Information about potential clients that is provided along with the SMS transcript: <ol style="list-style-type: none"> a. Age b. Gender c. Location (by state) d. ID Number e. Treatment Funding Method f. Status (W/L opportunity) g. Phone number h. Origin of lead (quickform/BD, native site, digital ad, OOH, etc.) 		