



EDUCATION & EDTECH | APAC

How a Leading University tripled qualified admissions with 85% lesser headcount

Deployed as a warm, consultative admissions companion across 3M annual leads, Origa's AI concierge qualified, guided, and followed every student to enrollment.



3M

ANNUAL LEADS

+191%

QUALIFICATION RATES

-85%

REDUCED HEADCOUNT

01 The Challenge

The University is one of India's largest and most recognised private universities, offering hundreds of programmes to students from every corner of the country.

That reach brings the kind of inbound volume most institutions can only dream of, and the kind of admissions complexity most institutions would struggle to manage.

ENGAGEMENT SNAPSHOT

CLIENT	the University
INDUSTRY	Education & EdTech
MARKET	India
SCOPE	Full admissions pipeline
USE CASE	Pre-sales qualification and journey nurture
VOLUME	3 million leads per year

What was breaking?

01

3M leads a year, with no scalable way to engage each one meaningfully.

02

22% qualification rate, meaning most agent effort was spent on students who would never convert.

03

Inconsistent follow-ups letting students slip out of the funnel mid-journey.

The alternative? Keep adding counsellors to a team already stretched, or lose students to institutions who answer first.

02 The Solution

The University deployed Origa's AI concierge as a consultative presence trained on the full course catalogue, entry requirements, career outcomes, and financial options.

A warm, knowledgeable admissions companion

Origa's agents were trained on the full course catalogue, entry requirements, career outcomes, campus life, fees, and scholarships. They asked about interests, background, and ambitions, then responded with the guidance each student needed to see where they fit within the University's offerings.

Intelligent qualification at scale

As each conversation unfolded, Origa assessed students against academic eligibility, programme fit, intent to enrol, geography, and financial readiness. High-priority students were flagged and passed to human counsellors with a full conversation summary.

Admission journey follow-ups

Students who showed interest but had not completed an application received timely, contextual follow-ups. Full context was carried across every touchpoint. No student was treated as a cold contact mid-journey.

3M
leads/year

100%
languages

3×
qualification
rate lift

–85%
headcount

03 The Impact

Admissions were reimaged from the ground up, both in operational efficiency and in quality of outcomes for students moving through the funnel.

METRIC	BEFORE ORIGA		AFTER ORIGA
Qualification rate	22%	→	64%
Pre-sales headcount	Large team	→	-85%
Lead coverage	Inconsistent	→	100%
Student drop-offs	High	→	Reduced
Counsellor focus	Triage + conversion	→	Conversion only

Building a system where

First-touch that never sleeps

Every one of 3M annual leads gets a warm, informed first conversation, seven days a week.

Counsellors freed from triage

The counsellors who remain focus exclusively on conversion, not on qualifying the top of the funnel.

A journey no student walks alone

Full context carried across every touchpoint, so no applicant is treated as a cold contact mid-decision.

“ Partnering with Origa has helped us see better efficiencies, and a structural shift in how we run admissions. Voice AI has made that possible.

Director of Admissions, the University

Give every student a premium brand experience.

Origa is the AI concierge for high-ticket sales conversations that speak, qualify, book and win back every lead the moment it arrives.

Book a demo

www.origa.io

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