

# Calling Campaigns

We understand how important it is for your institution to build deep relationships with prospective students. Our Calling Campaigns help gauge student interest and nudge students to complete next steps in the enrollment process. We also identify and connect you with students who have questions or who request additional information.

Your relationship building and brand awareness campaigns can include multiple student segments and statuses—it's entirely up to you.

## Product Features

- 4 call attempts per student
  - » 3 weekdays and 1 weekend day
  - » Message left on first and last attempts
- Detailed monthly reporting and adjustments
- Phone numbers are appended to records
- Capture will craft customized calling scripts to fit your institution and goals
- Capture will coordinate the relationship between our call center experts and your counselors to ensure a timely response to students' needs
- End of campaign report detailing students contacted

## Benefits

- Increases application and transcript-received rates
- Helps build relationships early with personal communications
- Weeds out students who aren't interested

## Campaign minimum

**1,000** students

Our team of data scientists will analyze your data to determine the most optimal students for your campaign.

## did you know?

 **75%**

In a recent Harris Interactive Poll, 75% of consumers believe it takes too long to get answers to their questions, and 50% say they didn't really get the answer to the question they were looking for.

*While searching online is the number one source for researching colleges, finding all the answers can sometimes be difficult. While many prospects start online, a majority still prefer speaking with an expert. It's imperative when utilizing a call center that you have the right people with all the right answers. We utilize college-aged students to speak to prospective students and have empowered them with all of the information they need to help students along in their journey. Being able to answer a prospect's questions helps keep them engaged with your brand and excited about the college decision-making process.*