

Florida University Implements Acqueon LCM To Build Superior Relationships

With Prospective Students In Partnership With CDW-G



Client

This award-winning school is dedicated to innovative education and is designed to match the ever-changing landscape of the entertainment industry. By creating a blend of creativity, art, business and life skills, technical prowess, and academic achievement, the university offers its students a unique experience that prepares them for the real world.

Challenge

CDW-G is one of the university’s partners for technical expertise. They proactively monitor and manage all their critical IT infrastructure components for seamless business operation.

Under CDW-G’s supervision, the university implemented Cisco’s Unified Contact Center Enterprise platform for their telemarketing and inbound call handling. Though the platform worked well, they saw key areas that could increase their flexibility in managing lists and campaigns for its online student enrollment process.

The university was looking to integrate a manual process with a scalable technology platform to:

- Boost the number of complete student applications

- Strengthen the capability to support admissions funnel
- Enhance call outcome management – callback, busy signal, answering machine, etc.
- Deliver holistic results and metrics of campaigns

Solution

Automate. Streamline. Handle.

Every day, the LCM system administrator pulls up a list of contacts comprising of prospective students that require follow-ups across various stages of enrollment. This list is then fed to the dialer and it automatically reaches out to students based on specific strategies maintained in LCM.

Categorize and update outcomes after every interaction

During outbound interactions, when a student is available, an admission’s counselor is immediately assigned to obtain status, provide information, or answer questions. After every call, counselors can choose from 85+ outcomes corresponding to the status of the application. These include missing documents, no longer interested, incomplete FAFSA, etc.

One-stop shop to measure and track outcomes

All call outcomes are fed into the university database. This allows the admissions team to oversee student progress individually and also get a bird's eye view of data trends with regard to online enrollment.

Identify opportunities for progress

With an organized database of each student's specific situation, counselors can pinpoint exactly what each applicant needs to do to complete their application and submit it for review.

Solution Highlights

- Right Party Contact
- Regulatory Compliance
- Pacing Modes
- Outbound campaign auto-scheduling
- Contact segmentation and management
- Real-time reporting
- Optimum contact management
- Historical reporting
- Increased contact points

Business Outcomes

Acqueon enabled the client to personalize every student's experience. By implementing LCM, they were able to:

- Increase the number of students in the application pool

- Proactively reach out to interested students

- Increase the number of complete applications

- Ensure a high-quality incoming class

- Achieve a strong rapport with students at an early stage

- Convert an otherwise corporate experience into a personalized one

Future Prospects

With LCM's power of scalability, two additional university groups (Career Development and Default Prevention) were looking at the possibility of implementing LCM to enhance their processes. They want to:

- Establish robust graduate support and student ambassador programs
- Obtain information regarding graduates' employment for federal reporting requirements
- Support graduates with relevant industry contacts for networking and employment purposes
- Reach out to students who are on a path to default on their student loans
- Provide students with information or options to prevent loan default

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