

# eduMaximizer CASE STUDY

## CLIENT PROFILE

This study is a review of a 49-seat, US based contact center with over 20 years of experience in Education Lead Generation. This well-established center has a blend of aggregator and direct school relationships and averages about 15,000 school matches per month.



## BUSINESS CHALLENGES

When finding valid school matches for education prospects, this contact center, like others, had their representatives search a multitude of call center portals on each call in order to find the correct qualified school matches for the inquiry. The agent's complicated process involved filling out multiple forms through different platforms, meaning that prospect data had to be re-asked and re-entered. This resulted in a clumsy, time-consuming process that was highly error-prone and wasted time and money. They also had to rely on an in-house technical solution for lead management, tracking and recording distribution, which consumed many technical resources.



## 01 SHORT FORM LEAD GENERATION

- » Shown targeted ads
- » Lead arrives on website
- » Inquiry form completed
- » LeadID is generated



## 02 REALTIME SHORT FORM DELIVERY INTO DIALER

- » All data transferred to dialer
- » Additional fields added for tracking
- » Short form LeadID is passed through dialer



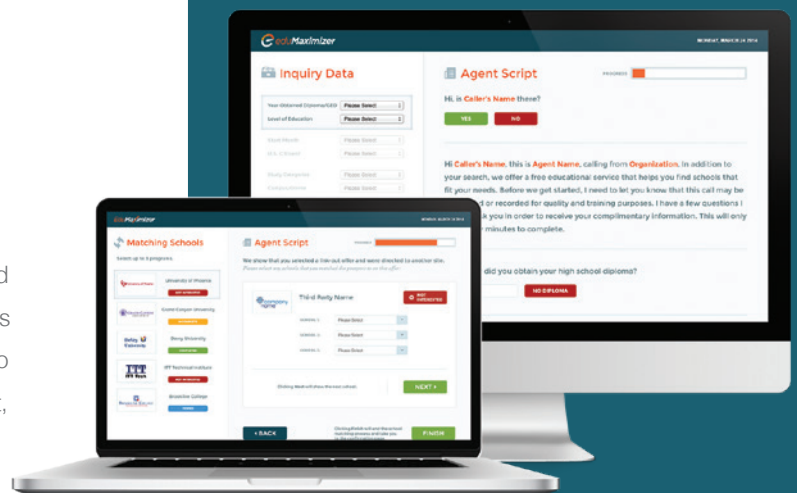
## 03 LAUNCH OF EDUMAXIMIZER

- » EduMaximizer is launched
- » Short form data is pre-populated
- » LeadID script is embedded
- » Agent confirms lead information
- » Agent searches for matches
- » Qualified matches are revealed
- » Agent matches inquiry to schools
- » Custom TCPA script read
- » Lead matches are submitted
- » LeadID is transferred from dialer and tracked through the EduMaximizer portal



## 04 ENROLLMENT ADVISOR

- » Lead and matches are delivered
- » LeadID passed
- » Response data saved and recorded
- » Recording cataloged and saved



## EDUMAXIMIZER APPROACH AND SOLUTION

Higher Ed Growth's product, EduMaximizer, eliminated the traditionally complicated call center process through its proprietary technology that combines data collection, agent scripting and search results into one seamless process that reduces errors and call handle times. EduMaximizer supports all technical needs of the contact center, including uniting disparate portal searches, pre-scoring services and custom TCPA compliant disclosures. Automated reporting integration and custom call recording delivery was also integrated, saving hundreds of hours of manual analysis and uploading.

## RESULTS AND BENEFITS

As a result of full integration into the EduMaximizer platform, this contact center saw an immediate impact with:

- ✓ **CALL TIMES REDUCED BY 19%**
- ✓ **NO-MATCH RATES REDUCED BY 14%**
- ✓ **RETURN RATES REDUCED BY 12%**
- ✓ **CAMPAIGN BUILD TIME REDUCED BY OVER 75%**
- ✓ **MATCH RATES INCREASED BY 26%**
- ✓ **NEW CAMPAIGN ONBOARDING INCREASED BY 250%**

## PRODUCT DESCRIPTION

### EduMaximizer Call Center Portal

- » Integrates multiple systems and campaigns into one agent interface.
- » Dynamic script tracks agent progress through the form.
- » Searches across multiple portals and aggregators to provide a single set of results.
- » School results page leverages a data-driven algorithm to provide the best possible matches for the prospect.
- » TCPA scripting is customizable by school and displayed accordingly.



### Managed Services

- » Full management of direct school relationships, including:
  - **BUILDS AND UPDATES**
  - **PACING AND CAPPING**
  - **SCORING AND PRE-PING**
- » Integrates scoring services to display only qualified school matches, reducing return rates.
- » Track prospects throughout the entire lifecycle, from initial contact to enrollment.
- » Optimizations and configurations done at a campaign level.
- » Access to fully customizable reporting.
- » Ability to submit reconciled lead information in one simple step.
- » Recordings cataloged and processed for real-time access and quality control.