

Case Study: Call Center

The Client

A Christian university offering Bachelor's degrees.

The Challenge

The client needed to book openings for an open house for potential students within a one-week timeline, which included notification, implementation, and results. They hoped to have at least 30 potential students in attendance.

Not only did we have to ensure that enough calls were completed to meet the client's attendance goals, we also had to develop a specialized communication procedure that arranged the calls in a specific Zip Code order. It would typically take three days to develop a system like this. However, with the open house date quickly approaching, our call center had to move quickly to develop a new procedure.

The Action

With our experience in holding similar open houses, the call center was easily able to calculate the number of calls required to book 30 attendees. The department used a formula that included the number of calls, contacts, affirmations and actual "shows" to determine how many calls it needed to make. To meet the client requirement of calling in a specific Zip Code order, we relied on our call center's experienced list analyst team to provide a quick and precise solution within the short timeline.

The Result

Experience gained from working with numerous clients and a commitment to customer service allowed the call center team to not only meet but exceed client expectations. Forty students attended the client's open house.