

Case Study: Call Center

The Client

A university located in suburban Kansas City.

The Challenge

The client wanted to contact potential scholarship students as a follow-up from a previous scholarship call campaign. They wanted to determine whether or not the students had received scholarship applications, and if they planned on sending them back to the school. If a student reported that they did not plan on returning the packet, the client wanted us to determine why. The school also wanted daily reports submitted in a timely manner so they could follow up with students if necessary. The timeline for this project was eight days.

The Action

Our call center worked closely with the client to ensure the phone script contained questions that would obtain the appropriate information from students. Our Client Services department worked closely with the call center staff to ensure they understood the importance of the program and the information they needed to gather.

The Result

The students on the list were contacted an average of seven times, resulting in a 68.5% contact rate. We were able to provide the client with the information they needed to push students to complete their scholarship applications.