

## Case Study: Call Center

### The Client

A small, private college in the Midwest.

### The Challenge

The client purchased a high school list from NRCCUA to use for a search mailing. There were around 11,000 names that did not respond to the mailing, so the client wanted to find other ways to utilize the list to make sure their marketing dollars were being spent effectively.

### The Action

Our call center professionals worked closely with the client and appended phone numbers to the names on the list to create an Outreach calling campaign. PlattForm's 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. Call center reps called on the list for a total of 315 hours.

### The Result

The Outreach call campaign generated 1,513 inquiries — about 13% of the list! The client was ecstatic about the numbers and the overall success of the campaign, and will continue to market to the high school demographic with direct mail and calling campaigns.