



## One stop shop to measure and track outcomes

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

## 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 DG 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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Founded in 2005, Acqueon specializes in developing and implementing award-winning products and solutions for enhanced Customer Interaction Management catering to customers across 5 continents. Trusted by 150+ clients across 10+ verticals, Acqueon has been redefining proactive engagement for 5 billion interactions.

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