

WHEN INCOMING LEADS TO INCOME.

Receive qualified direct inbound calls with CUnet's EnrollCall.

EnrollCall—CUnet's new pay-per-call service—is a marketing solution for colleges and universities that directly connects interested students with your admissions office through performance-based, trackable inbound calls. You determine what qualifies as a valid call and the service confirms the quality of the inbound phone inquiry based on a large number of customized criteria—including specific IVR (Interactive Voice Response) responses, call origination time, minimum call duration, and the caller's location. Your potential students are no longer required to connect to you through a third party.

RESULTS MEASURED AND DELIVERED

EnrollCall is for schools looking to make an immediate connection between their enrollment counselors and interested students. With EnrollCall's proprietary tracking and reporting capabilities, schools will benefit from increased customization and measurability of all their phone-based programs. Combined with our student recruitment expertise, our extensive inquiry generation network, and your team of enrollment professionals, EnrollCall will be an integral part of your inquiry conversion strategy.

PAY ONLY FOR PERFORMANCE

Unique, fully trackable phone numbers are provided to CUnet's inquiry supplier network to be used in online and offline campaigns. Potential students see the campaigns, call the numbers, and are passed either directly to the school or through an IVR system that further qualifies them. Schools only pay for the calls that meet their customized standards of quality.

INTERACTIVE VOICE RESPONSE

This feature allows schools to prescreen callers with interactive voice prompts that help to make sure student prospects meet school requirements. IVR can also route calls to different campuses or call centers based on responses. Custom IVR scripts and criteria ensure that enrollment counselors are speaking with students who are qualified and interested—saving you money and ensuring campaign performance.

HOT TRANSFERS AND MOBILE MARKETING

EnrollCall provides the platform you need to manage third-party retail hot transfers as well as mobile marketing initiatives. We track and route hot transferred voice inquiries from inquiry generation vendors directly to your admissions team or call center and manage the affiliate relationship on your behalf. Additionally, students can connect to you with one touch when responding to mobile advertisements.

GENERATE MORE AWARENESS—AND MORE REVENUE

EnrollCall has a high conversion rate and it complements other inquiry-generating tactics. In addition to using it with CUnet's vendors, schools can also integrate unique EnrollCall numbers into all of their marketing efforts to measure student phone inquiries generated through methods beyond online such as mobile, print, television, and radio advertising—leading to more accountability, more awareness, and more revenue.

**CALL THE CUNET SALES TEAM TO SCHEDULE A CONSULTATION AND
START GENERATING YOUR QUALIFIED INBOUND CALLS.**

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