

MAKING THE CALL

that converts leads to enrollments.

Following up with and qualifying leads is a key component to high conversion rates. CUnet offers a suite of services to help you best convert your leads—whether you need a full-service call center, training for your own call center or admissions team, or consulting on how to optimize your team's follow-up process.

CUNET'S LIVE TRANSFER OFFERINGS

CUnet has two types of Live Transfer programs. Lead Qualification is where CUnet calls your student prospects on your behalf, qualifies those prospects utilizing your approved script and then transfers the qualified leads to your admissions team. CUnet provides this service on a cost-per-lead basis and includes detailed reporting that can be used for real-time optimization of your vendor allocations. CUnet also provides Hot Transfers on a cost-per-transfer basis where the leads are generated from offline marketing through our CollegeQuest service, as well as through our network of approved call centers.

CUnet's goal is to transfer only qualified and genuinely interested prospective students to your admissions team. This ensures that your team spends more time interviewing, following up with, and enrolling prospective students and less time chasing after bad leads.

Response Time

On average our call center makes an initial attempt within one minute of lead form submission, ensuring that we get in touch with interested, qualified leads before any other school. We will continue to attempt contacting the leads multiple times to maximize the contact rate.

Technology

The call center efficiently screens your leads so your admissions representatives aren't burdened with making numerous phone calls in order to contact leads—or wasting their time talking with leads that aren't interested or qualified. All of CUnet's call center programs can be fully integrated with our Vendor Lead Management System, so bad leads are marked accordingly on contact, and we can quickly analyze transfer rates by lead source.

Customization

We work closely with your school to develop a customized script and program that will confirm the student's information and interest in your school and its programs. We closely monitor call center activity and optimize campaigns to find the best call times, use the best lead sources, and implement the transfer process that works best for your enrollment counselors.

Compliance

The call center is fully compliant with all state and federal "do not call" telemarketing laws. Every campaign is assigned to an account manager and a quality control analyst who perform live monitoring and review recordings for quality assurance.

Reporting

We provide detailed reporting daily, outlining all activity that occurs at the call center. Every call is recorded, and these recordings can be accessed online or monitored live from any location. Results are presented by day, month, and for the campaign to date.

**CALL THE CUNET SALES TEAM TO SCHEDULE A CONSULTATION AND DEVELOP
A LIVE TRANSFER PROGRAM THAT ALIGNS WITH YOUR GOALS.**

www.CUnet.com | 1.888.77.CUnet | sales@cunet.com

