



Tuition reminders pay off Community College

A mid-western community college with four satellite campuses provides associate degree programs to over 5,000 students.

The college faced a challenge. Despite administrative efforts to communicate effectively, students continued to miss special events and important deadlines. For example, each semester a large number of registrants were dropped from classes as a result of missed tuition payments. The school tried using various communication methods, including direct mail reminders and calls from staff members, but both were costly and time consuming. The school needed an efficient, inexpensive and effective means of student communication. Fortunately, they discovered One Call Now.

The school started using One Call Now with a voice call campaign reminding current students of important events and tuition payment deadlines. The results were so positive that calls were extended to prospective students as well.

The college was thrilled with the results. By utilizing the One Call Now service, the school saw an immediate, one-third reduction in students dropped from classes due to missed tuition payments. Over \$115,000 in tuition was sustained!

The service has also saved the school time and money by freeing staff from making calls as well as reduced dissatisfaction among students. By taking a proactive approach to communication, the college helped make students and prospective students feel welcome, informed and important.

The service saves the college from losing students and tuition dollars, saves staff hours and has more than paid for itself. They couldn't be happier with their decision to use One Call Now's voice marketing services!

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INDUSTRY

Higher Education

CHALLENGE

Missed events and forgotten deadlines by students despite communication efforts

SOLUTION

Implementing the One Call Now service to send tuition reminders and event updates

RESULTS

- *Sustained over \$115,000 in tuition by reducing the number of students dropped from courses due to missed tuition payments*
- *Eliminated time consuming and costly direct mail reminders and live calls by staff members*
- *Improved student-bursar relationship as fewer enrollees were dropped from classes*