



## Keeping it Personal University Alumni Program

A southern, private research university with more than 15,000 students from around the world has everything to gain by staying in touch with its vibrant and diverse alumni. The University is comprised of 12 schools and colleges serving undergraduate and graduate students in more than 180 majors and programs.

The Office of Alumni Relations prides itself on outstanding customer service, which often includes personal outreach regarding local and regional alumni programs. In order to maximize efficiency and human resources; the limited staff was working to balance the expectation of a high standard of customer service with the responsibility of making such a large volume of calls. They needed a better way to get information out to thousands of alumni without increasing costs.

The director of alumni programs heard about One Call Now from a colleague and implemented the service to help streamline alumni communication. She quickly began to see results.

Alumni receiving calls began giving the office lots of positive feedback about how they liked hearing a familiar voice on the message. The response rate increased immediately. Overall, the director is very pleased with the ability to reach so many people simultaneously without having to make all the calls manually and without losing the important intimacy of a personal voice.

***For this university alumni program and other educational organizations, One Call Now saves time while keeping messages personal.***

**CONTACT US TO LEARN MORE!**

**877.698.3262 | [onecallnow.com](http://onecallnow.com)**

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### INDUSTRY

*Higher Education*

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### CHALLENGE

*Delivering important registration and attendance information individually was time-consuming for the limited staff.*

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### SOLUTION

*By using the One Call Now system, the Office of Alumni Relations was able to implement their outreach strategy and efficiently reach all of their alumni without losing that personal touch.*

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### RESULTS

- *Achieved maximum messaging with minimal staff*
- *Maintained the standard of personal communication*
- *Positive feedback from alumni*