



Case Study: Colleges / Universities

Texas Tech University

University Student Business Services uses Call-Em-All to send calls about important billing related information.

School Overview

Texas Tech University is a public university located in the west Texas city of Lubbock. Founded in 1923, it has grown to a student population of more than 30,000. Texas Tech offers 150 undergraduate programs, 100 master level programs and 50 doctoral degrees through 11 academic colleges. Strong with tradition, the Red Raiders are committed to enhancing the cultural and economic development of the state, nation, and world.

Problem

Texas Tech University - Student Business Services is a student focused department that concentrates on providing accurate and timely billing of tuition and fees for the University, including processing of waivers and exemptions.

With a growing student population, TTU - Student Business Services needed a way to enhance their communication to the university's students. "While we use direct email and message board postings, we **needed a solution that would allow us to reach a large audience in a short amount of time**" said Bradley Martin, Manager of Communications & Collections for Texas Tech - Student Business Services, "while delivering a consistent message."

Solution

Following a referral to Call-Em-All by another Texas university, TTU - Student Business Services began making automated phone calls for the summer semesters of 2012. TTU - Student Business Services was able to quickly create voice broadcasts to notify the students of upcoming payment deadlines and cancellations.

After just a short period of usage, "Call-Em-All has already altered our approach to contacting students," said Martin. We have seen **"cancellation numbers for the summer semesters among the lowest on recent record."**

Call-Em-All's automated phone broadcasting service allowed TTU - Student Business Services to reach out to a targeted group of students. No longer having to rely on one-to-one direct email or posts to message boards that may or may not get read by students needing to know important information.

More Benefits of Automated Messaging

With the reporting that Call-Em-All features for each voice broadcast, TTU - Student Business Services is able to see who has answered the phone live to listen to the message. Also, they are able to determine if a phone number they have for a student may not be correct. **"It has been a breeze to use and we can definitely see results. I wish we would have had it years ago."** said Martin, when speaking to how quickly they are able to contact students.

In the future, Texas Tech University - Student Business Services see potential of additional usages of Call-Em-All's automated messaging service to reach out to their student body regarding other pertinent information.

“ Call-Em-All has altered our approach to contacting students. Texas Tech University cancellation numbers for the summer semesters were the lowest on recent record. ”

— Bradley Martin,

Manager, Comms & Collections

TTU - Student Business Services

Wanna try automated messaging?

Contact Call-Em-All today to learn more about our automated messaging service.

877.226.3080
call-em-all.com