



We take every call personally

QUALIFYING YOUR PROSPECTS

Increasing your ROI

Contact
30% more of your leads.

Convert
50% more leads into students.

Make
your admission team
70% more efficient.

www.ConversionCalls.com

800.210.2935

How We Do It



We receive your leads and call them right away

We keep dialing until they are contacted

We filter out uninterested and unqualified prospects

We then call transfer qualified prospects ready to talk to your representatives



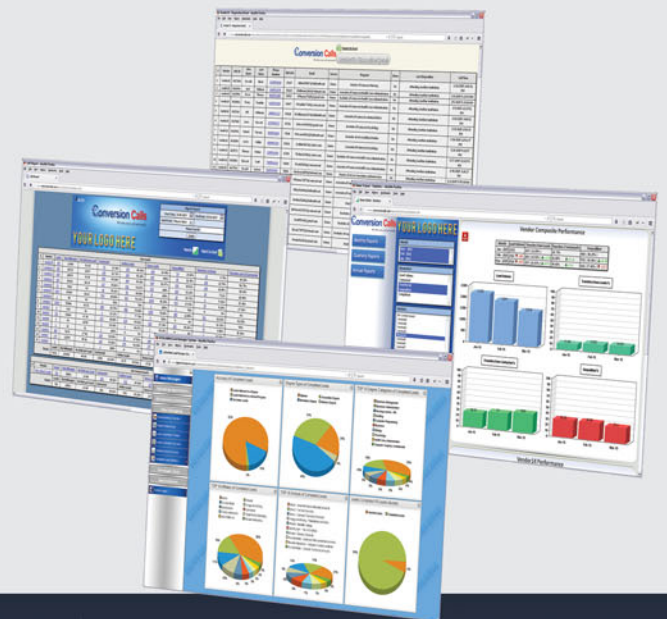
Online Reporting and Recordings

Customizable and Integrated Reporting System

We feature top of the line detailed reports, allowing you to see the result of every call. Know how your leads are performing, compare quality of lead sources and track the availability of your sales team. With our monthly, quarterly and annual reports you can have a clear view of your lead performance to be used for further optimization.

Real-time Recordings

Every call we make is recorded from start to end and kept indefinitely. This gives you the ability to monitor calls for quality and training at any time.



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Features and Benefits

Complete and Custom Integration

Conversion Calls™ was developed to integrate easily within your existing system. No additional infrastructure is required. It is as simple as your system posting to us in real time and our system posting the contacted leads back to you in real time.

Individualized Qualification Systems

Our qualification systems are developed specifically for you. They are derived from your posting documents. Our dynamically populated forms allow representatives to alter scripts depending on areas of interest, needs or requirements.

Unprecedented Routing Capabilities

Our system will enable your calls to be routed in several ways and to a variety of different phone numbers. For example, we can accommodate a designated representative to be the contact for a specific product or a program. If products or services are handled departmentally, we can accommodate that as well. The possibilities are limitless.

Congruent and Adaptable Scheduling

Our facility is accessible 24 hours a day, 7 days a week. We can implement scheduling changes based upon your immediate needs. If you have a staff meeting and need to pause dialing, we can do that even in a short notice. We can make calls on weekends, each week or even every other week, based on your needs. We can even have our staff schedule appointments for your representatives at a later date and time.

Overflow Optimization Plans

There are many flexible options for managing peak call times when your representative may not be available. Your inbound call volume can be sent to us for scheduling appointments and follow-up.

Schematic Reporting

Reports are designed to reveal what is important to your teams. A variety of measurable fields can be displayed. Variable date range selections allow the user to pick a date range, such as last month, month to date and even enter a specific range of dates.

Increased ROI

Conversion Calls™ has no setup fees and no long-term contracts. It is simple to implement as a seamless component of your Client Relationship Management system. Conversion Calls™ reduces the number of wasted and aged leads by making sure each one is contacted, verified and qualified. By repurposing your internal staff they can focus their efforts on individuals eager to engage with your staff regarding your products and services.



Consistency
Quality
Conversions

Added Value Services

We Connect You with Your Leads

Route your leads to us from various vendors, we will call them for you; verify and qualify them, and only the qualified prospects will be transferred in real time to your representatives.

Improved Efficiency

No more wasting the valuable time of your professional staff by handling people who are not interested, don't qualify, or can't talk right now. No more time and effort wasted on disconnected numbers, voicemails and bad numbers.

Increase Conversion Rates

By having your professional team receive prequalified incoming calls with prospects that are ready to talk, they will be more refreshed, less frustrated by pointless calls and will have the time needed to have a meaningful conversation; leading to significantly higher conversion rates.

Achieve a Higher ROI

With our top of the line dialer equipment and highly trained personnel, we can reach your leads more effectively. This is what we do best. With our service you will reduce expenses, improve contact rates and increase conversions.

No Lead Left Behind

We call ALL leads as soon as they arrive, no more lost or devalued leads. Maximize your advertising dollars.



NEW!
Customizable
Chat and
Text Messaging
Solutions

Online Chat Services: Our professional team can monitor and reply to chats from all of your sites, answering questions promptly to spark interest and create a connection that can lead to enrollment.

Text Messaging Services: Our cutting edge technology, can text your potential students before calling them or in addition to the phone call. This advanced feature will help tremendously to increase the contact and enrollments rates.

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Consistency. Quality. Conversions.

Case Study: Calling Campaign for a University in Atlanta, GA

Test Goals

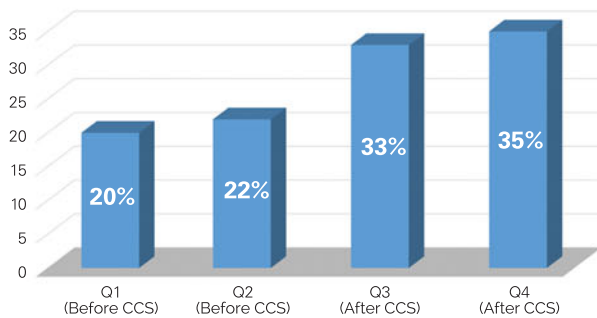
- Contact potential students by phone.
- Accurately pre-qualify potential students.
- Ability to connect potential students in real time with the admission team at the university.

Unique Challenges

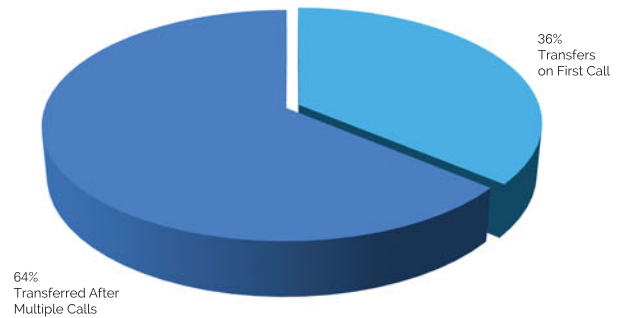
- The list was of older leads. 39% were already attending another institution.
- Many of the phone numbers were the potential student's parental household. The parents in many cases did not want to engage in a conversation on behalf of their children.
- 1000 records of recent high school graduates.

Contact Rate and Transfer Rate improved by Conversion Calls

42% increase in Contact Rate



32% were interested



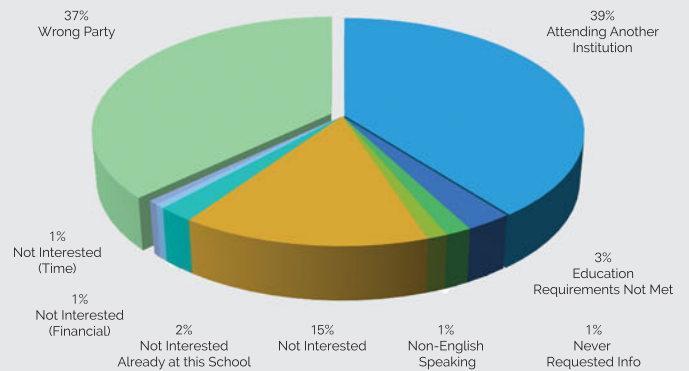
Faster response times and prequalification maximized the recruiting budget

Our technology enables us to contact the leads within seconds of the information being requested, providing a faster response time over any competing schools. We maximized the recruiting budget by connecting the university with more of the potential students who showed interest.

172 potential students were transferred to the University!

Invaluable information on their leads through online reports

The university received accurate information on every lead we spoke with, even if they did not convert. This information will help them improve their marketing efforts and achieve better results in the future.



Testimonials

"Conversion Calls is a trusted partner. They have demonstrated the agility to keep pace with our rapidly changing business needs."

We use Conversion Calls because they are proven winners.

Our internal teams cannot match the results achieved by the Conversion Calls team."

Trisha Smith
Director of Strategic Marketing
Colorado Christian University



Colorado Christian
UNIVERSITY

"I have worked with Conversion Calls at two different institutions and have always been pleased with their service."

They are flexible and responsive and have shown us that they can develop innovative solutions to meet our contact center needs.

Their performance is great and their agents take pride in a job done well."

Matthew J. Hanusa
VP of Enrollment & Marketing
City University of Seattle

CityUniversity
of Seattle

Full Service Contact Center Solutions



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