

Angel Flight Marketing Services

City Colleges of Chicago Recruitment and Retention

City Colleges of Chicago Student Recruitment Call Center Project: Higher Education Experience

Angel Flight Marketing Services recently and successfully completed a student recruitment Call Center project for the City Colleges of Chicago.

Example of Targeted Marketing By Age, Geography, and Education Level

For the City Colleges of Chicago, we implemented the following objectives and services...

Situation

Developed a Multi-Channel Customer Contact Strategy recommendation for City Colleges of Chicago's 8 Higher Education Campuses. We developed a vision, defined requirements, and established an operational framework and governance structure to support traditional (voice, fax, voicemail, email, web, live chat) and emerging (outbound alerts, call campaigns, social media, mobile applications) customer contact channels to support student recruitment and retention goals.

Goal

Segmented Analysis for the City Colleges of Chicago by analyzing types of leads created across various channels to help drive decision-making and resource allocation. Recommendations on strategy implementation were also given.

Strategy

Built a Business Case and Financial Analysis by identifying the benefits offered and developed the qualitative and quantitative analysis to assess cost structures, evaluate profitability, and revenue contributions.

Solution

Created a Market Opportunity Analysis by assessing systems fit, identifying market needs, and providing customer perspective to meet goals of increasing retention and elevating recruitment.



Results

Outlined a Survey and Benchmarking Report by designing a custom survey and analyzing results for contact center (call center) issues and opportunities, because the contact center interfaced heavily with incoming and current students, faculty, staff, and parents as a primary communication medium. Surveyed Universities throughout the US on their contact center process and levels of staffing.

