

Customer Interaction Analytics Solutions for

Higher Education Contact Centers

- * Improve agent performance
- * Increase enrollment
- * Maintain compliance



CallMiner

LISTEN TO YOUR CUSTOMERS. IMPROVE YOUR BUSINESS.

During the past two decades, enrollment at for-profit institutions has increased by 225%. Today, these institutions enroll about 12% of all postsecondary students. Along with increased competition, this surge in popularity has also led to increased state and federal scrutiny of recruiting practices and loan repayments.

It is more important than ever for schools to verify that their brands and programs are represented correctly to ensure compliance in advertising and avoid incentives, co-registrations, second & third chance leads, and bogus scholarships. CallMiner Speech Analytics solutions automatically monitor 100% of your customer analytics to improve agent sales performance and contact handling efficiencies while staying compliant with an increasingly complex regulatory environment.

“CallMiner allows us to track 100% of calls for performance and compliance. Not only does speech analytics ensure that our clients’ brands are being represented properly, it also allows us to monitor, manage, and enforce regulatory compliance.”

— Jeff Herz, Director of
Operations and Compliance

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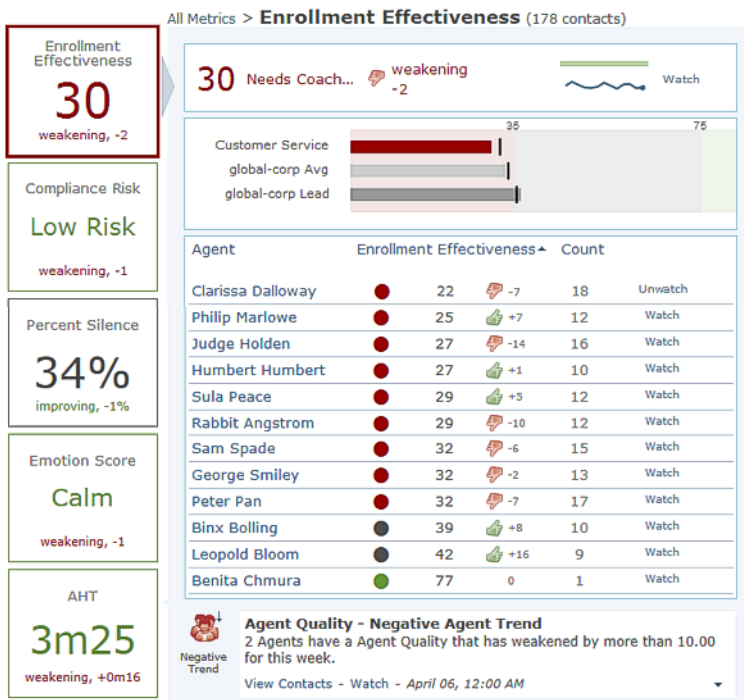
Increasing Enrollment

With increased competition among postsecondary education options, it's imperative that your agents deliver accurate and helpful enrollment information to prospective students.

Improving agent performance starts with more effective agent performance management. Traditional approaches to performance management and quality monitoring are flawed in that they are labor intensive and produce inaccurate results, relying on the manual evaluation of a small sample of contacts. Automating performance management with CallMiner Customer Interaction Analytics solutions allows for the automatic monitoring and scoring of 100% of your contacts, and provides immediate feedback to those who need it most – the agents.

Supervisors can quickly identify those agents that are following best practices, and agents can take immediate action to change their behavior based on direct automated feedback provided through myEureka.

Provide direct & continuous performance feedback



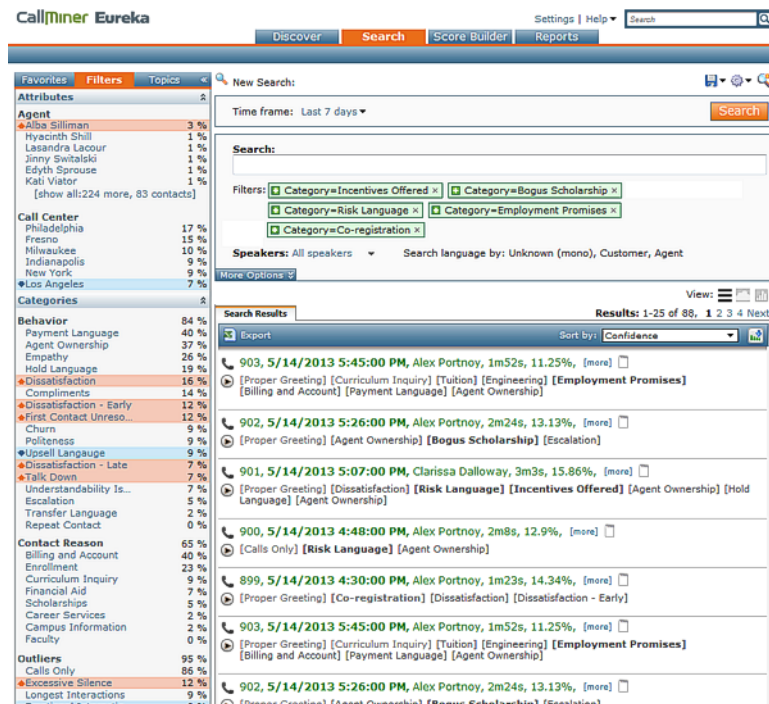
Maintaining Compliance

According to ForProfitEdu.com, the majority of schools are still not happy with the level of transparency in their lead generation efforts. With additional federal, state, and public scrutiny, compliance concerns and the potential penalties that the regulations bring with them, there has been a stronger push for transparency.

CallMiner has standard solutions that monitor every call for risky language. Every call is scored to identify relative risk level associated with any aspect of compliance based on content of the conversation. This allows for narrowing corrective action efforts and investigation where they are needed most. Call analysis occurs near real-time and tagging or indexing of violations within contacts allows for immediate navigation to the occurrence of the violation.

The result is lower cost and effort in monitoring, faster response times, and ultimately reduction/elimination of fines or lawsuits for non-compliance with federal and state regulations.

Easily retrieve non-compliant calls



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