

LIVEPERSON & ETECH, INC.

Connect with Potential Students in Real Time

Urgent Need for Real-Time Help on your Website

Today's college-bound students turn to the Web as their primary source of college information. From financial aid and tuition to admissions and academic programs, many will have additional questions they want answered before they'll consider submitting an application. To respond to this growing demand for real-time answers, hundreds of universities worldwide have implemented live chat and click-to-talk services on their sites. As a result, those institutions are benefiting from higher recruitment and enrollment rates.

But what about universities where staffing such crucial channels can be a challenge? With budget cuts and reductions in staff, universities are questioning how they can successfully support a live chat channel.

Partners for Turnkey Solutions

That's why LivePerson and Etech, Inc. have partnered to provide turnkey solutions to colleges, universities and trade schools seeking to increase recruitment and enrollment rates. LivePerson provides easy-to-implement multi-channel solutions that enable educational institutions to provide online personalized assistance to their website visitors. Etech, Inc. Collegiate Services delivers skilled agents who can respond to all prospect inquiries on behalf of the university. Together, they provide dynamic real-time assistance that transforms prospects into viable applicants (or future students).

Contacts

LivePerson Small & Medium Business team:
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Etech, Inc.
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Multi-Channel Solutions

- Integrated multiple communications options:
 - Live chat
 - Click-to-talk and Talk-by-PC (VoIP)
 - Email management
 - Self-service FAQ knowledgebase
- Real-time visitor information
- Customized/branded buttons, invitations, chat windows
- Proactive invitations

Etech, Inc. Collegiate Services

- Student relationship management
 - Manage applicant inquiries via inbound calls, live chat, email
 - Place outbound calls to follow up on applicants who do not complete enrollment process
 - Provide both pro-active and passive Web chat services for website visitors
 - Appointment scheduling
 - Receivable management services
 - Student application & enrollment
- Direct response fulfillment