

LEARNING CENTERS BOOST ENROLLMENT WITH ON-DEMAND LEAD SCORING

NATIONAL FRANCHISE CHAIN IMPROVES SERVICE QUALITY AND PRIORITIZES HIGH-VALUE PROSPECTS

A national chain of learning centers operates more than 1,000 locations across the United States and Canada. It maintains a central 800-number and a Web site for parents seeking tutoring services in math, reading, writing, homework, organizational skills and test preparation.

The company sought to **improve the conversion of lead-to-inquiry and inquiry-to-enrollment**. It was struggling to properly route phone calls to individual franchises and to sift through the high volumes of junk data mixed in with its Web leads.

To help hot leads rise to the top and serve them as well as possible, the company enlisted TARGUSinfo to **verify, route, score and prioritize inbound phone and Web inquiries**.

The Challenge

National chain of learning centers needed to filter out unqualified leads and improve its conversion of high-value prospects.

The Solution

On-Demand Lead Scoring from TARGUSinfo

The Result

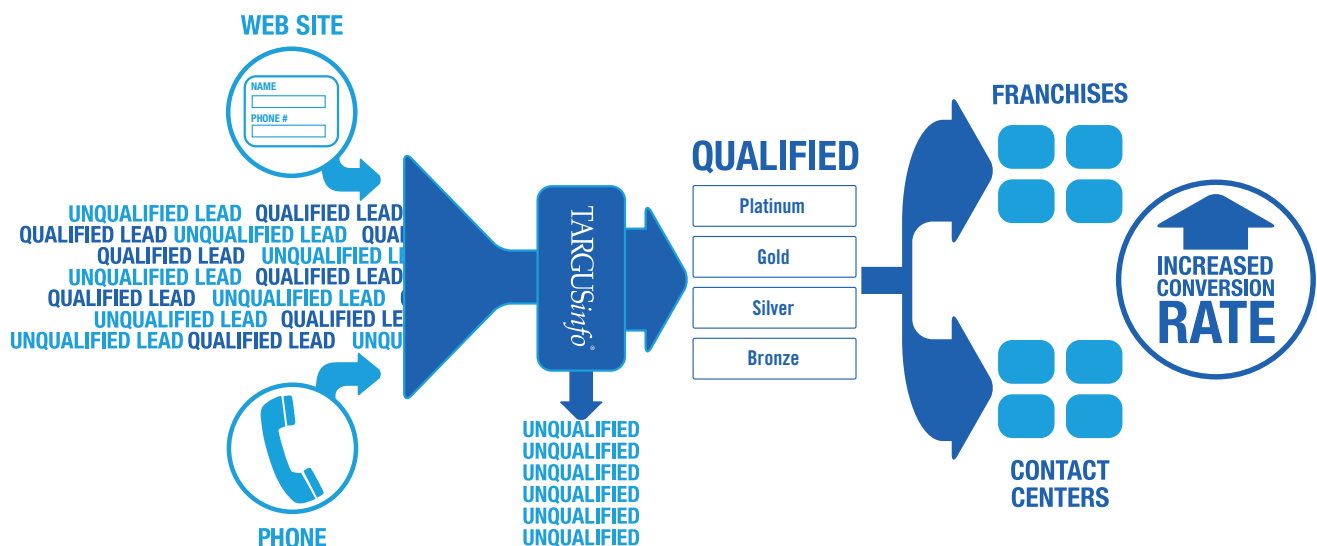
41% higher enrollment rates among key prospect segments and a 25% increase in acquisition of high-value customers who stay enrolled.

As a result, the learning centers have:

- **Eliminated wasted sales efforts** by sorting out leads with unusable contact information
- **Improved service quality** by instantly routing callers to the most appropriate franchise location
- **Increased customer conversion rates** by focusing first on leads that are more likely to convert
- **Boosted customer value** by putting more effort against converting prospects who are more likely to become long-term customers

In sub-second time, incoming calls and Web inquiries are now verified for accuracy of contact information, scored according to location and potential value, and routed to the appropriate regional tutoring center for immediate action.

The company developed a standardized lead conversion process that **segments prospects into one of four groups — Platinum, Gold, Silver and Bronze** — based on information such as income level, home ownership and distance from a center. The company applies a **different conversion process for each group**. High-value leads, for example, receive a prospectus DVD while others receive a less costly mailer.



With on-demand lead scoring from TARGUSinfo, the learning centers are able to provide a better customer experience for qualified leads and increase conversion rates.

With the help of TARGUSinfo, the company **increased initial enrollment rates among key prospect segments by 41% and saw sustained enrollment rates rise by 25%**.