

Mohawk College uses Vocantas Student Outreach to Improve Retention

Interactive student communication, Scaller™, connects students to existing services within the College

OTTAWA, ONTARIO – February 11, 2015 - [Mohawk College](#) deployed the [Vocantas](#) student outreach solution in 2014 in an effort to improve student retention by connecting directly with students and pointing them to resources available on campus. Students were contacted a few weeks into the fall semester by phone and asked questions relating to areas of concern they might be experiencing in their first semester. By reaching out to students early in their first semester, Mohawk was able to introduce students pre-emptively to support channels that exist to help students achieve academic success.

By reaching out early in the first semester, the goal of the [Scaller](#) IVR program is to support students who might otherwise have become discouraged and left the college. Students who feel supported by and connected to their campus community are more likely to stay, increasing retention at the college. The fall 2014 Scaller campaign was a successful one at Mohawk, with 68% of students responding to the call and 44% identifying needs in their first semester.

“We are pleased with the number of students we reached with the Scaller campaign. It also served as an excellent way for us to capture student feedback. We used this data as a catalyst to follow-up with students via personalized e-mail communications and a peer-to-peer call campaign,” said Tim Fricker, Director of Student Success Initiatives.

“We are pleased that the call campaign helped Mohawk College reach 4413 students this fall. We know that connecting students with existing support channels not only increases retention but improves student morale. The knowledge that their school cares is powerful for students,” said Gary Hannah, CEO, Vocantas.

The feedback collected by the Scaller campaign will continue to have positive outcomes as Mohawk College implements changes to both programs and processes to meet the needs of students. Student engagement at Mohawk will increase along with student satisfaction, and Mohawk will have solid data to support the process changes that will improve student experience at the College.

About Vocantas Inc.

Vocantas develops hosted and premise-based interactive voice response solutions (IVRS) using advanced computer telephony and speech recognition technology to provide businesses and service



providers with more efficient outreach capabilities. Vocantas solutions help organizations in the higher education, utilities, healthcare and customer service environments improve outreach and engagement while reducing operating costs. Visit vocantas.com for a free interactive demo of Vocantas solutions that intelligently respond to your customers.

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