

St. Lawrence College uses Vocantas Student Outreach to Improve Retention

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

OTTAWA, ONTARIO – January 19, 2015 - The Cornwall campus of St. Lawrence College deployed the Vocantas student outreach solution in 2014 to improve retention by connecting directly with students and pointing them to resources available on campus to help them succeed. 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, St. Lawrence was able to introduce students pre-emptively to support channels that exist to help students achieve academic success.

Students who might otherwise have become discouraged and left the school in their first semester will now feel that they are more than a number; the IVR acts as a “virtual hug”, giving students the support they need to succeed at St. Lawrence. Students who feel supported by and connected to their school are more likely to stay, increasing retention at the College. The fall 2014 Scaller campaign was a successful one at St. Lawrence, with 63% of students participating in the campaign.

“According to the call campaign, our students appear to be handling their first semester very well. Scaller has helped us to connect with those students that are experiencing some anxiety in their first year, many of whom are looking for some assistance in honing their writing, math, and note-taking skills,” said Don Fairweather, Dean of the Cornwall campus of St. Lawrence College. “We are now able to point those students to our existing services to keep them on the path to graduation and professional success.”

“We are pleased that the call campaign helped St. Lawrence reach 757 students this fall. We know that connecting students with student support services 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 consequences as St. Lawrence implements changes to both programs and processes to meet the needs of students. Student engagement at the College will increase along with student satisfaction, and St. Lawrence will have solid data to support the process changes that will improve student experience at St. Lawrence 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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