Basic Tips on Implementing Telecenter

These are a few things we suggest you ask yourself or consider carefully before purchasing or implementing Telecenter in your admissions office.

Leadership Buy-In

- Make sure that your administration and office leadership support and understand the need for Telecenter and a successful, trackable calling campaign.

Caller Buy-In

- Talk to your staff and student callers prior to implementation to explain what will be happening.
- Review the problems they might expect in the beginning.
- Make sure all callers know why the decision has been made to switch to Telecenter.
- Help callers understand how once the office is fully integrated, some really neat stuff can be done through Telecenter.
- In the long run, it will be easier for *them*.
- Use your callers' feedback to work out bugs and your calling protocol.

Before Implementation

- Where is your data coming from? How will you get it into Connect?
- Have you had a successful home grown calling campaign before or is this all new?
- If new, why are you calling? What is the purpose of your phone calls?
- You will need to develop scripts for your callers – what will they say when they call?
- How will you write the filters (reports) that pull your data?
- Who will be responsible for setting up call jobs, writing scripts, training and supervising callers, pulling reports? This is a BIG job that takes a lot of time, especially in the beginning.

Reporting

- What data is needed for your office to track the success of calls?
- How will your calls affect the enrollment funnel?
- How will you share the call data and information you gain on/from students during calls with the rest of your office or constituents?

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