

## Really Cool Stuff We've Learned (and hope that you can take away, too!)

- Have a **student coordinator** for your student callers who can motivate callers, provide feedback on the success of calls, and help callers meet goals. Train them to set up simple call jobs to take some of the load off of your Telecenter manager.
- **Integrate** Telecenter into other parts of Connect. You can make phone calls to compliment acceptance letters, email results, VIP page interests, and so much more!
- **Work with other offices** to make the most of Telecenter. You can import data to create specialized filters and target certain populations. For example, you want more people to sign up for orientation so you look at students who have applied for on-campus housing, but not orientation. Call them first, because they would have a higher probability of signing up!
- **Event Management** can be a breeze with Telecenter. By inserting attributes into your content docs (scripts), callers can take reservations for events and follow-up with survey questions afterwards.
- Use **content blocks** in your scripts that are only visible for certain calls by **attaching filters**. You can eliminate a lot of time used creating different scripts for every call variation – and make things easier on your callers.
- **Insert surveys and attributes** into scripts to verify and/or gain new information on your students. This makes collecting data a breeze for callers!
- To create more **accurate reports**, exclude students with no phone number or a Do Not Call flag from your call jobs. Just add lines to your filter and these students won't even appear in your call list!
- Use the **Communication Log** to protect your office and staff. By viewing every interaction (phone call or otherwise), you can know exactly what communication took place, as well as the date, time, and caller.