

## Manage More Efficiently

- ▼ Effectively manage telecounselors' workloads by auto-assigning phone calls to individual counselors based on user criteria
- ▼ Facilitate better time management with personal call lists, allowing users to see and manage their calls due at any time

## Streamline the Calling Process

- ▼ Assign calls to targeted student communications plans by segment and stage in the enrollment funnel
- ▼ Develop and implement best practices for effective telecounseling
- ▼ Create strong prospect relationships by engaging current students and faculty in the telecounseling process

## Send a Clear Message

- ▼ Control messages communicated to prospects using time-saving, pre-defined, custom scripts
- ▼ Ensure that no information is omitted using prompts that provide telecounselors answers to frequently asked questions
- ▼ Improve the quality of calls by tracking the prospect's communication history and responding with relevant, personal communications

## Track Telecounseling Success

- ▼ Track the costs of telecounseling efforts by monitoring time spent on a per call basis
- ▼ Prevent duplication of communication via tracking calls received from prospects
- ▼ Track the overall success of the call with call status metrics as well as a notes screen for tracking the content of the call for follow-up purposes

*EMAS™ Telecounseling Pro, the signature telecounseling module of the EMAS™ Pro SEM Suite, increases the efficiency and effectiveness of managing your telecounseling program*

*By empowering counselors to connect with students on a personal level, EMAS Telecounseling Pro ensures prospects receive timely, relevant information, moving them more effectively from prospect status to enrolled.*

*EMAS Telecounseling Pro provides your organization with an easy and powerful way to manage the way that calls are scheduled, processed, and tracked, for more efficient use of resources, lowering the cost to recruit.*

