Velocify™

BEAUTY SCHOOL GETS ENROLLMENT MAKEOVER
Tricoci University reaches new inquires 20 times faster with Velocify

TRICOCI UNIVERSITY
OF BEAUTY CULTURE®

INDUSTRY
• Beauty Education

COMPANY PROFILE
• Based in Chicago and Indiana

• Program delivers ethical leadership, values, and advanced skills preparing students for their state licensing examinations and careers in Cosmetology, Esthetics, and Teacher Training

CHALLENGES
• Intense regional competition

• Difficulty with successfully conveying school's quality rating as compared to other programs

• Struggled to quickly respond to high volume of inquiries

SOLUTION
• Tricoci chose to implement Velocify LeadManager™ and Velocify Dial-IQ™ to handle the high volume of inquiries as their campus expanded

• The school needed a solution that could handle a high volume of inquiries and provide management control, while maintaining a high-quality customer experience

BENEFITS
• Improved school's contact rate by 15%

• Reached new inquiries a staggering 20 times faster

• Reduced time and improved quality of admissions counselors' conversation with admissions scripts

Mario Tricoci, Founder of Tricoci University of Beauty Culture, leading a class of future cosmetologists.

BUSINESS CHALLENGE
Tricoci University of Beauty Culture is known for its professional approach to beauty. The school's reputation for quality is shown by its track record of locating better opportunities for its graduates, which makes it a standout choice among many other beauty schools. However, Tricoci struggled to effectively communicate this important distinction to prospective students before they started talking with other schools. Reaching prospects early in their beauty school evaluation process was critical to the school's long-term success.

SOLUTION
Tricoci formerly used their student information system for enrollment management, but it didn't allow them to reach prospects quickly. The manual process delayed enrollment counselor response times and sometimes required tracking inquiries via a sticky note. This time-consuming, manual process hindered their ability to have productive discovery conversations with prospects that build excitement and enthusiasm for becoming a Tricoci student.

"After we added our sixth campus, we realized we needed something better to make the process easier for reps and students," said Jennifer Van, Senior Admissions Advisor, Tricoci University of Beauty Culture. "We needed to be responsive, and able to get back to prospective students quickly."

> "Velocify helps us keep prospective students well-informed on the recruiting process, which helps us to enroll the right students for our school."
>
> **Jennifer Van**, Senior Admissions Advisor

Tricoci chose to implement Velocify LeadManager™ and Velocify Dial-IQ™ to handle the high volume of inquiries as their campus expanded. The combined solution helped them reach prospective students first and develop a positive interaction at each contact point in prospective students' evaluation process. The solution helps Tricoci prioritize incoming inquiries, supports scripting so counselors can easily identify the passions of prospective students, and provides the ability to easily transfer calls to the appropriate campus to set up a tour.

BENEFITS

Velocify LeadManager combined with Velocify Dial-IQ, delivered measureable increases. The school's contact rate improved by 15% and new inquiries were reached a staggering 20 times faster.

IDENTIFYING PROSPECT PASSION THROUGH SCRIPTING

One of the best practices that proved especially valuable to Tricoci was consistent use of call scripting. A compelling script helps Tricoci's admission advisors create a positive, professional first impression and build excitement for attending Tricoci. In addition, it provides a level of management control over what the admissions advisors communicate to ensure a consistent message about the program is being communicated.

"A positive first impression makes a difference in the student's decision to choose Tricoci and starts the process of building student loyalty," said Van. "Our students love the Tricoci brand and culture, so our admission advisors take pride in setting the tone."

When done right, the initial conversation that an advisor has with a potential student accomplishes two goals: it helps Tricoci determine if the student is the right fit for the school and it helps Tricoci advisors gauge the interest for a career in beauty that is behind most students' desire to become cosmetologists and aestheticians.

"Having the right script is important because it helps us identify a prospect's motivation for attending beauty school and why they want to pursue a career in beauty," continued Van.

DIAL-IQ INCREASES COUNSELOR PRODUCTIVITY AND EFFICIENCY

With Dial-IQ, Tricoci admissions staff can now field more inquiry requests with the same resource levels. Dial-IQ not only improves response times but also helps admission advisors follow-up with inquiries when interest level is at its peak. Dial-IQ intelligently prioritizes and routes inbound calls to qualified counselors based on pre-configured business logic defined by school management. The efficiency is scalable, with Dial-IQ's new Multi-line and Inbound calling functionality at the ready as the school continues to grow.

"With LeadManager and Dial-IQ, we're able to get in touch with new prospects quickly," said Van. "It makes a difference that we have the conversation first, before other schools. Otherwise, we risk losing the opportunity to have even that initial discovery conversation with a prospect."

Tricoci also implemented Dial-IQ's Shotgun Connect feature, which works by ringing the phone of every admissions advisor who is a good fit to speak with the prospect mere seconds after an inquiry form is filled out. The first representative to pick up the phone will be connected with the prospective student immediately.

"Velocify helps us keep prospective students well-informed on the recruiting process, which helps us to enroll the right students for our school," said Van. "We give prospects our phone number, walk them through the admissions steps and make sure they understand we're here to help."

ABOUT TRICOCI

Tricoci University of Beauty Culture is committed to teaching a new generation of beauty industry students ethical leadership, values, and advanced skills preparing them for their state licensing examinations and careers in Cosmetology, Esthetics, and Teacher Training. Based in Chicago and Indiana, Tricoci University of Beauty Culture is an exciting growth company that is redefining the beauty education industry. To develop the very best beauty professionals, Tricoci University has transformed the approach to beauty education, from investing in upscale facilities that rival high-end salons, to developing advanced curriculum that better prepares students for career success, to employing methods that teach students how to build lasting client relationships.

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