



# EMERGE EDUCATION

## Case Study

**Vertical:** Call Center Support  
New Lead Campaign

**Institution:** Cedarville  
University

**Enrollment:** 3,353

### OVERVIEW

Emerge has successfully managed both short-term and long-term contact strategies for many institutions including initial outreach as well as re-connect campaigns with old leads or incomplete applications. On average, contact rates range from 50% to 80% dependent on the type and source of the lead. Typically, our re-connect campaigns will resurrect 10-20% of old leads or applications.



## CEDARVILLE UNIVERSITY.

### RESULTS

Emerge handled all phone outreach to initial inquiries, pre-qualifying all leads and assisting students in starting and completing applications for Cedarville's graduate programs.

By partnering with EmERGE, Cedarville University achieved:



**51% Overall  
Contact Rate**



**43% Positive  
Contact Rate**



**13% Lead to  
Application Rate**

**To learn more about how EmERGE Education can assist your institution, please contact:**



**James M. Hunter, PhD**  
Senior VP for Business  
Development  
Chief Academic Officer  
EmERGE Education, LLC  
jimhunter@emergeedu.com  
717.214.1631