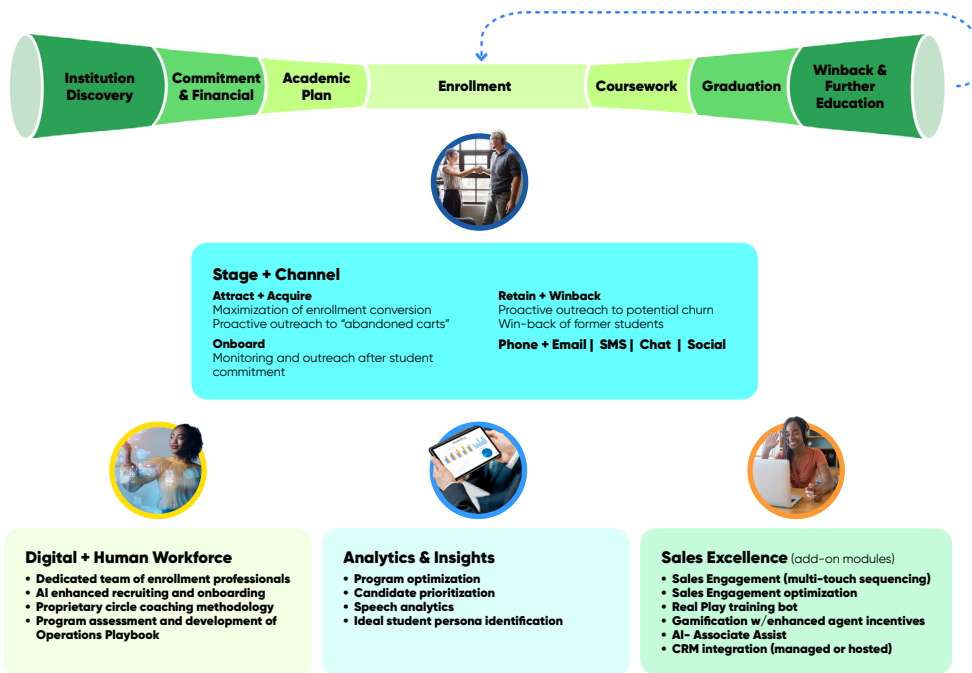**ttec** **DATASHEET**

Driving new enrollment and retaining current students

Education is an increasingly competitive industry, with the US Education Market predicted to reach $1.96 trillion by 2025. Despite the huge market, there was a 2.5% decrease in undergraduate enrollment in public universities in Fall 2021. With TTEC's Student Growth as a Service, we can help drive revenue for academic institutions through talented growth teams, an award-winning acquisition methodology, and best-of-breed technologies.

- Our experienced growth services teams can help attract, acquire, and onboard new students, as well as retain current students and re-enroll former students.

- Our solution brings together digital technology and human workforce with purely pay for performance basis options to increase revenue and deliver an amazing student experience.

- Our ability to scale operations with the seasonal nature of enrollment allows us to respond effectively and personalize communications.

Maximize student experience with the right mix of human and technology

Institution Discovery | Commitment & Financial | Academic Plan | Enrollment | Coursework | Graduation | Winback & Further Education

Stage + Channel

Attract + Acquire
Maximization of enrollment conversion
Proactive outreach to "abandoned carts"

Onboard
Monitoring and outreach after student commitment

Retain + Winback
Proactive outreach to potential churn
Win-back of former students

Phone + Email | SMS | Chat | Social

Digital + Human Workforce
- Dedicated team of enrollment professionals
- AI enhanced recruiting and onboarding
- Proprietary circle coaching methodology
- Program assessment and development of Operations Playbook

Analytics & Insights
- Program optimization
- Candidate prioritization
- Speech analytics
- Ideal student persona identification

Sales Excellence (add-on modules)
- Sales Engagement (multi-touch sequencing)
- Sales Engagement optimization
- Real Play training bot
- Gamification w/enhanced agent incentives
- AI- Associate Assist
- CRM integration (managed or hosted)

Drive your student enrollment today

Client Results

Smart Seasonal strategy with innovations in people, process, and technology led to:

73%
improvement in plan enrollment

29%
increase in conversion rate

45%
drop in cost per enrollment

Innovative coaching and training along with proven growth solutions led to:

57%
decrease in employee attrition

52%
increase in acquisitions

About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 65,000 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at **ttec.com.**