

Award-winning, Multi-touch Campaign Proves Five Times More Productive

The Problem:

An educational institution enlisted Thomas L. Cardella & Associates to facilitate the student financial aid process for them after its first vendor failed to produce a good outcome. The Client's student customers were to fill out the Free Application for Student Financial Aid (FASFA) and submit required documentation to be considered for financial grants and loans from the Department of Education.

Factors to consider included working with 15,000 young, busy, and often disorganized student customers, as well as varied timing and methods of acquiring and verifying documentation. The Client also needed an expedited process because the Department of Education didn't pay them until that the application we submitted was complete.

The Solution:

We knew that the former vendor was unsuccessful because they treated the program like any other outbound program. Instead, we developed a comprehensive, account-driven, multi-touch approach, including a system that accepted, tracked and referenced documents via email, fax, and mail. This proprietary system also tracked and referenced conversations, prompted follow-up calls, and enabled ongoing relationships between a single customer and Agent.

Agents received special training to manage the multi-touch process, which included helping students complete the application, acquiring documents, pre-submission verification, post-submission follow-up verification, and overall project management.

The Result:

Our approach produced more satisfied customers by expediting the application process and minimizing rework. The Client was thrilled with our timing, as well as the 500% increase in production and ROI. We also received the 2007 MVP Award for Quality from Customer Inter@ction Solutions Magazine for our work on this campaign.



FASFA Contact Program - Results Comparison

Thomas L. Cardella & Associates vs.	Competitor
4.5 Average Documents per hour	.75 Average Documents per hour

500% Improvement therefore ROI