C2 Education uses Invoca conversation intelligence to attribute, qualify, and route calls to improve conversion rates.

C2 Education uses Invoca to Drive and Convert More Phone Leads at a Lower Cost

Results at a Glance

150% increase in enrollments from the contact center

40% reduction in cost per lead

Improved call experience with custom IVRs and intelligent call routing
C2 Education is a leading provider of test prep, tutoring, and college counseling services, with over 180 education centers across the US. Whether students are aiming for higher test scores, better grades, or dream college acceptances, C2 Education can help.

As with most high-touch businesses, phone calls from consumers play a big role in the customer journey for C2 Education. To get leads calling, the national marketing team uses a wide mix of channels and strategies, from digital (including search, display, social, and email) to offline (direct mail and print). To understand how their marketing drives calls that convert to enrollments, C2 Education uses Invoca.
“Invoca enables us to see exactly how our marketing channels and media spend drive calls that convert to enrollments. It’s helped us increase our contact center channel enrollments by 150% while lowering our cost per lead by 40%. It’s been a game-changer.”

**THE RESOLUTION**

**Connecting calls from marketing channels to enrollments**

“Invoca enables us to see exactly how our marketing channels and media spend drive calls that convert to enrollments,” said the Director of Marketing at C2 Education. “We can then optimize for what works best, down to the search keyword, website interaction, and direct mail offer.”

C2 Education integrates Invoca with Google Analytics to provide a holistic view of marketing-driven engagements, both online and over the phone. They also pass call attribution data from Invoca into their CRM system to follow calls from their initial marketing source through to enrollment.

C2 Education even uses Invoca to record calls to use as training tools to improve conversion rates and customer service at their contact center.

“Using intelligence on calls from Invoca, we’ve increased our contact center channel enrollments by 150% while lowering our cost per lead by 40%. It’s been a game-changer,” said the Director of Marketing at C2 Education.

**New dynamic call routing process has big benefits for C2 Education**

Getting good leads to call is critical, but businesses still need to provide callers with timely, helpful experiences to convert them to loyal customers. For multi-location companies like C2 Education, that can be a challenge.

“Our marketing campaigns generate high volumes of calls from prospects,” said the Director of Marketing at C2 Education. “We want those calls — and only those calls — going straight to our contact center where agents are trained to convert calls to actionable leads. Conversely, when current customers call to reschedule their child’s appointment, we want them sent to the tutoring location nearest them, not tie up contact center resources.”
To ensure callers are routed to the best destination right away, C2 Education worked with the Invoca customer success team. The team architected a custom call qualification and routing solution using Invoca that has made an immediate impact. Now when someone calls C2 Education:

- An automated IVR qualifies the caller as a new lead or current customer.
- For new prospects, the IVR routes them to the contact center for assistance.
- For existing customers, if they called a local center’s number they are routed to that center. If they called a toll-free number, the IVR has them input their ZIP code and routes them to their closest local center.
- Invoca also implemented custom routing rules regarding operating hours based on C2 Education’s specific requirements.

What’s more, the Invoca team helped build an integration with C2 Education’s contact center solution, so that agents receiving calls get a screen-pop informing them of the location the caller is interested in and the marketing channel that drove the call. It arms agents with intelligence to have more effective conversations with prospects.

Before this solution, only 15% of total call volume to the contact center was from prospects — it was a big waste of money and contact center resources. Now with Invoca, 50% of calls to the contact center become leads, with calls from current customers going to their local center. It’s enabled C2 Education to drive more enrollments from prospects, decrease contact center call volumes and costs, and provide better service to customers.

“The work Invoca’s customer success team has done has been amazing,” said the Director of Marketing at C2 Education. “They were able to get a custom call routing solution up and running quickly that does exactly what we need. It’s saved us money while helping us convert more callers to customers.”
**THE RESULTS**

- **150% increase** in enrollments from the contact center
- **40% reduction** in cost per lead
- **Improved call experience** with custom IVRs and intelligent call routing

Learn more about how leading marketers are using call tracking and conversation intelligence to drive revenue at [invoca.com/customers](http://invoca.com/customers).