

## St. Clair College uses Vocantas Student Outreach to Improve Retention

*Interactive student communication, Scaller™, connects students to existing services within the College*

**OTTAWA, ONTARIO – February 19, 2015** - [St. Clair College](#) deployed the [Vocantas](#) student outreach solution in 2014 to improve retention by connecting directly with students and pointing them to resources available on campus to help them succeed. Students were contacted a few weeks into the fall semester by phone and asked questions relating to areas of concern they might be experiencing in their first semester. By reaching out to students early in their first semester, St. Clair was able to introduce students pre-emptively to support channels that exist to help students achieve academic success.

Students who might otherwise have become discouraged and left the school in their first semester will now feel that they are more than a number; the IVR acts as a “virtual hug”, giving students the support they need to succeed at St. Clair. Students who feel supported by and connected to their school are more likely to stay, increasing retention at the college. The fall 2014 Scaller campaign was a successful one at St. Clair, with 71% of students participating in the campaign.

“The high percentage of participation in the campaign reveals that our students are open to this kind of communication,” said Mike Silvaggi of St. Clair College. “Our students are eager to be involved in and informed about the programs on campus that are designed to help them achieve academic success.”

“We are pleased that the call campaign helped St. Clair reach 3617 students this fall. We know that connecting students with existing student services not only increases retention but improves student morale. The knowledge that their school cares is powerful for students,” said Gary Hannah, CEO, Vocantas.

The feedback collected by the [Scaller](#) campaign will continue to have positive consequences as St. Clair implements changes to both programs and processes to meet the needs of students. Student engagement at St. Clair will increase along with student satisfaction, and the College will have solid data to support the process changes that will improve student experience at St. Clair College.

### **About Vocantas Inc.**

Vocantas develops hosted and premise-based interactive voice response solutions (IVRS) using advanced computer telephony and speech recognition technology to provide businesses and service



providers with more efficient outreach capabilities. Vocantas solutions help organizations in the higher education, utilities, healthcare and customer service environments improve outreach and engagement while reducing operating costs. Visit [vocantas.com](http://vocantas.com) for a free interactive demo of Vocantas solutions that intelligently respond to your customers.

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