



SHARING LEADS

Turning them into Enrollments

Leads



WEBSITE – DRIVES THEM TO
CONTACT CAREERFORCE



PHONE CALLS – REFERRALS
FROM FRIENDS AND FAMILY



CAREERFORCE
VISITORS/WALK-INS

Do you track where leads come from?

Lifespan of a Lead/Referral



It's short!



A Lead is 7 times more likely to be successful if contacted within 1 hour of the initial contact



The speed of response can make or break a lead



What work do you do to find a lead? What resources are consumed?

Let's Step into the Customers Shoes...

- Think about your experience as a customer
- The future client needs help. Let's not make them wait.
- What prompted them to make the call? Did it take Courage? Desperation? Motivation?
- What happens when they have time to think?
 - Cold Feet
 - Self Doubt
 - Loss of Motivation/Momentum

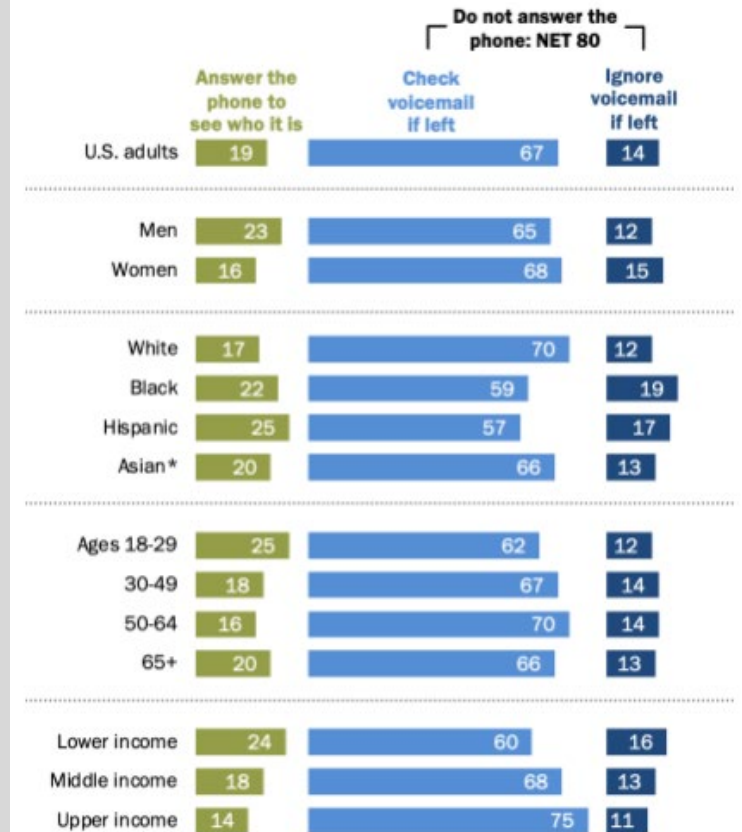
The PHONE!

- Phone anxiety
 - Why do people make phone calls?
- When a return phone call is made, will they answer?



Only 19% of Americans generally pick up cellphone calls from unknown numbers; women, White adults, older adults, higher-income adults less likely to do so

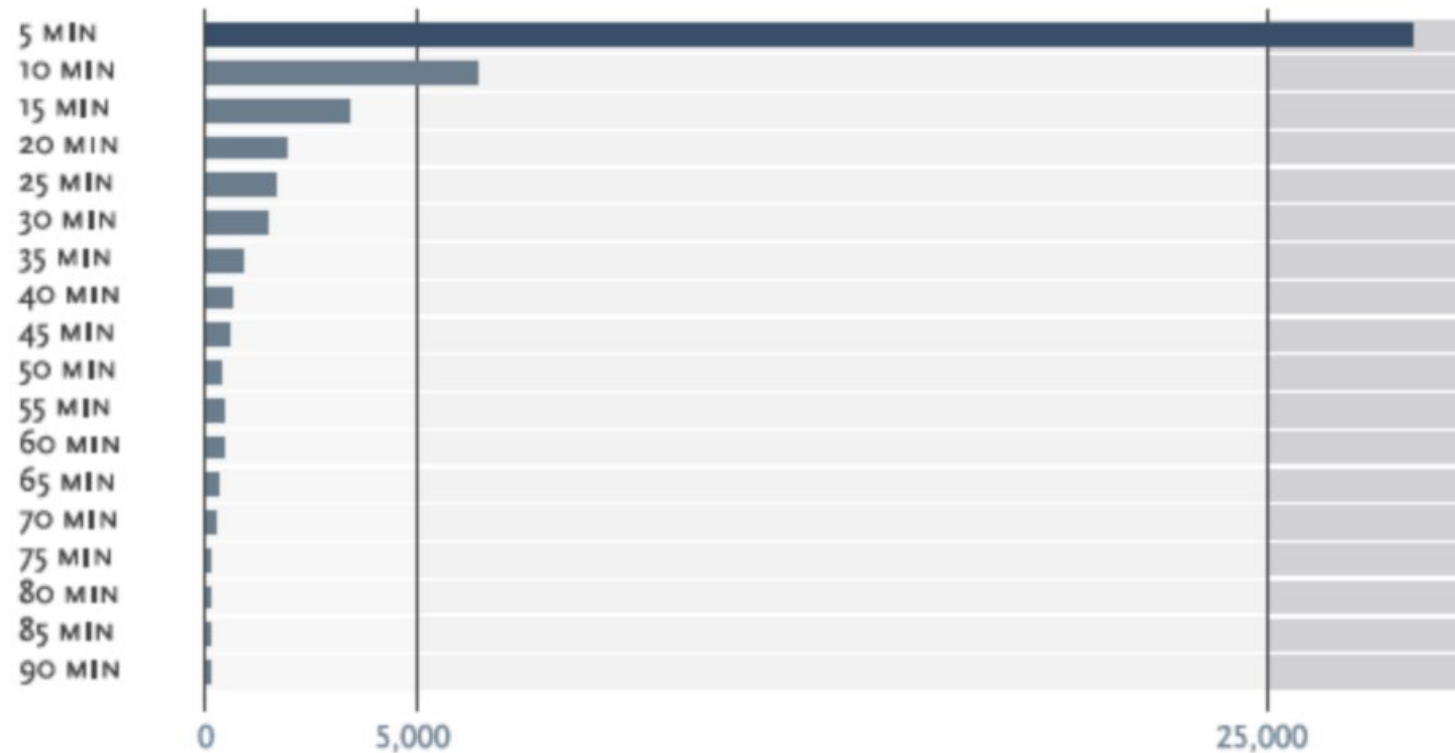
% of U.S. adults who say they generally ___ when an unknown number calls their cellphone



*Asian adults were interviewed in English only.
 Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Family income tiers are based on adjusted 2018 earnings. Those who did not give an answer are not shown.
 Source: Survey of U.S. adults conducted July 13-19, 2020.

Warm Handoffs = Success!

RESPONSE TIME FROM CREATION BY 5 MIN
INITIAL DIALS TO LEADS THAT BECOME QUALIFIED



24% of customers say that initial contact is critical

First impressions are lasting

24% of customers think that the most important aspect of brand interaction is the first contact

What can we do to improve success rates?



Understand more about our partner's programs

Attending this meeting!
Local "All Staff" meetings



Know who to contact when making a referral to a partner agency



Suggestion: Intake/eligibility specialists and reception staff meet to discuss how to hand off a lead at the local level

What information do you want captured?

Can we text instead of calling?



Explore ways of transferring calls vs relaying messages (working remote challenges)