



Appointment Response & Results Optimizer

A lead is only as good as your last contact. Stand out from the competition with this customized, controlled lead follow-up program. A program with years of success, ARRO takes your inbound leads and follows up with a personalized, multi-dimensional, scheduled succession of touches, proven to increase awareness of your school and increase enrollments.

BENEFITS:

- Control when and how often your leads are contacted.
- Stop relying on your admissions reps to follow up with incoming leads. A fully automated system allows you to control who gets the messages, what type of message they receive and when they receive them.
- The more contacts you have with prospective leads, the greater your brand awareness.
- Generic information is a thing of the past. Personalize your messages to the prospective lead. Tell them about their chosen campus, course or specific admissions rep.
- Don't waste your money on mass produced advertising. Customize your program to fit your school. Gear your message to walk-ins, phone calls or a combination of both.
- Increase revenues with improved lead-to-start ratios.
- Stop haphazardly spending your dollars. A controlled mailing gives your leads the attention they need at a price you can afford.

**Give your inbound leads a jump start to enrollment.
Achieve tomorrow's start budget today.**



Your Lead Development and Management Partner

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