



Online Education Enterprise Saves \$2 Million with an End-to-End Retention Strategy

A Client Success Story

Client Overview

When your learner retention rates start to slip, you need a secure and flexible solution that can help you identify and support learners who are at risk of dropping out. This was an issue a global online education company found itself facing with one of its societal impact programs.

With almost 100,000 students and so many different options available, it's easy for learners to lose motivation or get off track. So the company needed a strategy to identify and support students who were struggling to stay on track, a strategy they found in Centro's outbound call center solution.

Quick facts



Industry
E-Learning



Employees
500-1000



Location
United States

What The Client Needed

- Increase attendance and graduation rates of students behind in their learning journey.
- Provide personal support that improves alumni engagement and satisfaction.
- Increase operational efficiency so account managers can successfully handle all new students.
- Improve the effectiveness of their sales force in growing the pipeline.
- Provide an exceptional learner experience while meeting business-critical timelines.

End-to-End Support for a World-Class Experience:

Centro orchestrated a start-to-finish retention strategy to contact at-risk learners, with zero operational burden on the client's internal team:

- Top Talent Recruitment
- Targeted Training
- 24/7 Coverage Staffing Plan
- Performance and People Management
- Business Insights and Analysis

What We've Achieved

40% reduction in off-track learners

\$2 million in retention revenue saved

300% increase in revenue per intervention

Increased student retention and satisfaction

"Centro has been a fantastic partner, sharing our values of data-driven decision-making, talent obsession, candor, and directness. They have also been able to keep up with our dynamic business, scaling up and down as needed, and helping us to implement new solutions. I highly recommend Centro not only for their capable operations, but also for their ability to improve their partners' businesses"

~ Sr. Call Center Associate

About Centro:

Established in 2009, Centro is a diversified global business and technology consulting leader. Our headquarters are based in Winchester, VA; however, our reach now extends across the U.S. and worldwide to Egypt, the Philippines, the UAE, and Saudi Arabia.

Let's Talk!



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