Quality Assurance Services

Boost your admission team’s success rate.

Could your admissions team benefit from a road map on how to accelerate sales performance? Last year, our quality assurance department evaluated more than 19,000 calls from our admissions advisors to help them improve performance. We can apply the same capabilities to help your team excel.

Monitor advisor calls to ensure quality.

At Xerox, one of our specialties in education services is the art and science behind quality conversations – those that lead to successful enrollment and retention. That’s why we spot check calls on a regular basis to evaluate the performance of our own representatives. Our process is objective, consistent and rigorous – much like a report card. It helps us to identify gaps in existing skill sets and provide coaching to improve performance. We can bring this same quality control into your organization by providing feedback on the performance of your own advisors.

You can’t manage what you can’t measure.

Your admissions advisors function in a mini call center. At a minimum, this requires proficient telephone skills. But that’s only the beginning.

By evaluating calls, we can give your managers timely feedback about advisor performance. First, we help you determine the appropriate number of calls to monitor for your campus size as well as meaningful review of criteria that supports your sales process. We then listen to recordings and score them against a set of standards we develop together. Individual forms and audio files are sent to your institution electronically and aggregated scores are presented in a monthly report.

Contact Us

877-414-2676
www.xerox.com/highered

Improve communication skills with QA audits

The purpose of our QA assessments is to provide your institution with objective tools so you can more effectively coach your advisors. We identify gaps that include scripting compliance, overcoming objections and basic telephone skills – factors that affect the student experience.

We then help your advisors improve soft skills such as telephone presence, selling techniques and generating student interest.

Driving increased enrollment rates can be as easy as identifying a handful of trouble spots and communicating those to your team. By establishing clear performance metrics, you can help advisors better develop their skills, hold them accountable and improve the overall quality of your admissions effort.