The Call Comply™ process is integrated into all aspects of our inquiry generation efforts. Regardless of the user path (mobile, web or contact center), our process ensures that your brand is represented exactly as requested. This quality-focused solution allows Higher Ed Growth to provide full transparency to our clients through the prospect qualification process.

Each step of the Call Comply™ process is tracked and verified by an independent third party, LeadID™, ensuring complete compliance and branding conformity.

Higher Ed Growth created the Call Comply™ process to facilitate compliant, targeted inquiry generation through a series of powerful platforms to create a seamless user experience for education prospects.
HEG utilizes a dynamic and targeted approach to education inquiry generation. By leveraging our robust algorithms, we can ensure the best experience for the potential education prospect. Prospects are able to decide if they want to become a fully qualified web inquiry or be qualified through a contact center. These prospects are targeted and captured through:

- Paid Search
- Display Advertising
- SEO
- Partner Websites

Once the short form prospect is contacted, a representative, using our proprietary call verification platform EduMaximizer, confirms interest and personal information of the prospect. At this time, additional information is collected, such as education level and ideal start date. The prospect is then matched to a school using HEG’s technology, which includes:

- Algorithm for optimum prospect/school alignment
- Scoring services to ensure that inquiry meets school quality standards
- An additional duplicate check
- LeadiD™ continuation from short form

The agent will brand the institution and program, ensuring that the prospect is aware which school they will receive information from. Using our specified script, the agent will also ask for verbal school-specific TCPA consent as an additional measure of compliance.

- Inquiry Qualification
- Data Append
- Data Verification
- Prospect/School Alignment
  - Algorithm
  - Scoring Services
  - LeadiD™
  - Duplicates

- Brand Institution/Program
- Additional TCPA Opt-In

Before any short form inquiry is contacted, HEG qualifies and verifies the information using a series of filters, such as:

- National Do Not Call registry
- Duplicate check against our extensive internal database
- Fraud detection based on past indicators and patterns
- Address and phone verification services
- LeadiD™

A record of TCPA consent on short form data is collected at the time of the inquiry, then passed to our contact center to ensure autodialer compliance. Every inquiry that we generate is assigned a unique LeadiD™ in order to give complete origin transparency to our clients.

- Do Not Call List
- TCPA
- Duplicates
- Fraud
- Verification Services
- LeadiD

Ensure the BEST EXPERIENCE for the potential education prospect.
The post-production stages of a call-verified inquiry entail not only sending inquiry data to the matched school, but also analyzing the contact center process. HEG retains 100% of recordings, which are then transcribed and analyzed using both technological and manual methods. In these recordings, we look for proof of intent, agent behavior, and compliance. This analysis is then used to improve upon all parts of the contact center process.

- Transmit Inquiry
- Persist Recording
- Transcribe/Analyze Recordings

Intent
LeadiD™
TCPA

The most vital part to ensuring our clients consistently receive high-quality inquiries is receiving quality inquiry-level data from the school. Detailed data, including everything from returns to enrollments to completions, is what allows HEG to analyze successful inquiry generation strategies. We are able to collect and optimize around any data that schools will provide, and stress the importance of frequent, detailed inquiry updates.

- Frequent Lead Level Detail
- Returns
- Events
- Conversion Events

HEG proactively analyzes all data provided by schools, looking for patterns of success in demographics, geography, programs and sources. We can then tailor the inquiry generation process specifically for each client, from web advertising to the contact center. As a result of the Call Comply™ process, lead quality improves, supporting our clients in their conversion goals.

- Proactive
- Demographic, Geography, Source, Program

Retain 100% of recordings, which are then transcribed and analyzed.
In response to changes to the Telephone Consumer Protection Act (TCPA), HEG has implemented procedures to ensure total compliance across all touch points of the inquiry generation process. These changes include:

- Adding opt-in prior express written consent disclaimers on all short and long web forms that collect inquiry data
- Inserting school-specific consent verbiage into all contact center scripts
- Implementing an opt-out mechanism and call abandonment message for all contact center abandoned calls
- Keeping an internal record of every inquiry TCPA consent, including verbiage, for a minimum of seven (7) years
- Third party verification of custom TCPA consent tracked and tagged through LeadiD™

We are confident that these procedures satisfy all requirements of the TCPA regulations.