

## **Inquiry and Lead Engagement Program Specialists**

lostudio specializes in military recruiting contact center support for inbound toll free calls, outbound lead generation calls and online digital interactions through social media community management, online forum engagements and website chats.

A trained and experienced Contact Response Team responds to inbound, outbound and online interactions for the purpose of increasing a positive experience, offering information and answers to questions and motivating qualified individuals to submit a lead form or speak directly to a recruiter.

These tasks are performed seven days a week and categorize leads into one of four possible Pre-Qualification Statuses: Red, Amber, Green or Gray, based on data-driven criteria that identifies levels of propensity in the lead. This categorizing allows the recruiters to prioritize leads, continues a high level of engagement and contact rates and decreases the amount of time spent by recruiters working unqualified leads. The team interacts with all leads via telephone, email and/or web chat and provides a warm transfer service to the recruiters in the field. This warm transfer of live telephone calls allow leads that are pre-qualified to immediately speak with their local recruiter decreasing the possibility of losing the lead and beginning the application process.

The inbound toll free line and web chat services are designed to assist as:

- Inquiry pre-qualification (into leads) and data collection and submission
- Influencer Help Desk: Assisting influencers such as parents, teachers and recruiters
- Active/Reserve/Spouse Help Desk: Offering advice and resources to support currently servicing service members and families to aid in retention.

The outbound services support lead generation efforts of:

- On-line requests for information and further pre-qualification
- Third party lead list and white mail

Annually the program engages 125,000 calls and chats:

- 48,000+ telephone calls
- 80,000+ web chats
- 2,500,000+ website forum engagements

## **Storefront Displays Production Specialists**

lostudio creates useful and effective storefront displays to both increase office traffic and build awareness of the recruiter presence. Additionally, the storefronts must be functional and support the sales team's presentations, discussion cadence and visual needs. lostudio works within defined budgets and goals to create displays that are as effective as they are appealing.