

Nexford increases outbound call volumes by 50% with JustCall

Nexford University is an affordable, 100% online university that makes education more accessible and beneficial for a global workforce.



50%

increase in outbound call volume

10-30

seconds saved per call

Company

Nexford University is an affordable, 100% online university that makes education more accessible and beneficial for a global workforce.

Headquarters

Washington, DC

of Employees

200

Key Features Used

- Outbound calling software
- CRM integration
- Autodialer / SalesDialer
- Campaign management

Industry

Online higher education

The challenge: Manual processes limited outbound

Nexford University is a next-generation, 100% online university based in Washington, D.C. It helps today's learners prepare for the workforce by offering programs specifically tailored to in-demand skills and focusing on flexible learning, affordable tuition, and support.

In early 2021, Head of Growth Barney Woodbridge was focused on leveling up Nexford's outbound sales function. He quickly realized the team needed to switch to a more functional phone platform for a number of reasons.

Nexford's previous phone system wasn't able to integrate with its HubSpot CRM. This meant team members could not easily access previous phone history and were then forced to spend valuable time manually recording the results of each call.

This phone system also did not include an autodialer to streamline the outbound call process. Every moment a team member spent manually dialing the phone meant they had less time to create value for potential customers.

The overarching challenge was one of efficiency. As Woodridge continued to grow his sales team from 5 to 15 people, he knew he needed to increase the number of calls each agent could make per day – and find a way to better log and analyze those calls, as well.

The solution: Automating integrations, dialing

When seeking a new phone solution, Nexford needed a partner that could integrate with HubSpot, had the infrastructure to support its work in emerging markets, and offered a high level of support to quickly resolve problems.

JustCall's intuitive outbound call center software checked all of these boxes and more. An additional benefit was JustCall's capability to work closely with Nexford and build out a wide range of customizations. One customization was to create unique data fields to capture relevant information and pass it directly to Nexford's CRM.

The phone system is now completely and automatically synced with HubSpot. Having easy access to logged calls "allows us to do further analysis and has been helpful for us as we double down in certain territories and move into new ones," Woodbridge says.

Agents now use the automatic SalesDialer feature to save time. And if a customer requests a call in real-time, it's easy for team members to adjust their campaign workflow and temporarily switch to manual dialing.

"More calls are being made, which leads to more application submissions and higher enrollments. This wouldn't have been possible with our previous provider. JustCall allowed us to improve the productivity of each agent."

Barney Woodbridge,
Head of Growth at Nexford University

With JustCall's incredible campaign management features, Nexford is able to track the performance of each sales agent. Woodbridge and his team can view the average time spent on calls, whether team members are on track to meet their daily outreach targets, and how long it takes for a customer to receive a call after becoming a lead (called "Time to Touch").

The Results: Higher call volumes and happier customers

The first benefit from JustCall's technology has been for prospective students who are now enjoying better call experiences. With the HubSpot integration improving agents' knowledge and expertise, callers are getting better answers without having to wait.

After submitting their information on Nexford's website, potential students always hear back within a few hours – compared to more than 24 hours previously. JustCall's efficiency has allowed agents to increase their call volumes by roughly 50%. Each team member can now reach out to a minimum of 100–120 contacts daily.

"The Time to Touch data helps us determine how fast we are reaching leads and make improvements to our contact outreach strategies. Even though we've massively scaled the leads we generate, we're able to call them quicker than ever before."

Barney Woodbridge,
Head of Growth at Nexford University

Woodbridge uses call data to set more accurate productivity targets and has the ability to assign certain customer calls to a particular agent. And with greater automation and customization, sales reps can save between 10–30 seconds on every single call.

Nexford's growth team is excited to continue to enjoy the efficiency they've unlocked with JustCall's technology. Going forward, they plan to build on their relationship and make improvements to increase efficiency and the number of outbound calls even further.



Power your customer facing teams with JustCall

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