

The student recruitment landscape has become increasingly competitive. You need real-time insight into what your institution is doing right – and where you can make strides to improve.

EducationDynamics' Secret Shopper Service takes a behind-the-scenes look at your backend processes, and then provides solutions to optimize recruitment and enrollment.

EdDy has over 10 years of expertise in lead generation and student acquisition. Our veteran team of subject matter experts will:

- **EVALUATE & ASSESS** your backend & enrollment cycle process
- **MONITOR AND RECORD** your follow-up processes
- **PROVIDE** consultative services & suggest best practices

Secret Shopper can help you answer critical questions like:

- ▶ Is our speed-to-lead fast enough?
- ▶ Can we improve our user flow?
- ▶ Are we effectively following up with prospects?
- ▶ Is our admissions team following best practices?
- ▶ How do we rank against our competitors?

AVAILABLE SERVICES

(Includes presentation, recommendations and best practices)

TIER	NUMBER OF CALLS
1	3
2	4-6
3	7-10