



## OptifiNow simplifies recruiting

*Stefanie Botelho on Sat, 08/22/2015*

Successful recruiting activities are essential to most post high school institutions throughout the US and Canada; now more than ever. With a wide array of options available to students that range from community colleges to web based programs to traditional private colleges and public state funded schools – there’s no shortage of options for every prospective student to from which to choose.

Yet, in this competitive environment, there are very few institutions with the appropriate resources to properly manage these critical recruiting activities. In fact, most departments responsible for this effort struggle with budgets and staff challenges relating to massive turnover, varying skills and experience, and a lack of proper tools to help automate the recruitment and student engagement process necessary to manage the overall recruiting program.

OptifiNow helps each department involved with the recruiting process; IT, department heads, recruiters, and school leaders to help dramatically improve efficiencies while gaining control and real-time access to information and reporting within every step of the recruiting process.

Admissions and recruiting processes are different within every organization. That’s why OptifiNow is designed to help boost each school’s performance in a customized manner. OptifiNow also integrates seamlessly with existing CRM or sales and marketing automation tools within a school or university.

OptifiNow helps schools improve recruitment results by amplifying the overall outreach of the organization dramatically; yet in a very organized manner. With massive amounts of automation, outreach via email, text, social, etc., becomes a personalized outreach program utilizing best practices thereby making sure experienced recruiters and junior staff are working in a similar manner. Organization leaders can be assured that new recruiters are using the same processes, tools, and quality communication methods as the top staff that came before them, insuring best practices throughout the entire team. OptifiNow helps schools manage, track, and finalize inbound inquiries through intelligent, personalized, and automated nurturing.

OptifiNow can also be used to automate best practices for follow up and recruit after the ‘temporary loss’ of students who choose a different institution. OptifiNow’s flexible CRM structure also allows institutions to define and manage segments of the school’s population including: Post-graduate Recruitment, Alumni relations, Current Student Communications, Faculty Communications and Affiliate organizations like Research and Funding. For more information visit [www.optifinow.com](http://www.optifinow.com).