

# THE INTELLIGENT CHOICE FOR POST-SECONDARY INSTITUTIONS

## GREYMATTER from Rethink 55 reduces the cost and complexity of managing multi-channel student interactions without sacrificing the flexibility of an in-house solution.

Every interaction counts. From recruiting, to retention, to development, all touch points create a customer experience. Every experience either builds or erodes trust. We architect that foundation of trust through customer experiences principled in human centered design.

GREYMATTER helps you focus your energies in delivering student services and avoid the headaches associated with the details of technology.

Designed for the post-secondary institution, GREYMATTER leverages proven contact center technologies and the hosted model to deliver end-to-end integration in your environment.

For example, our hosted solution creates new opportunities such as chat based student support, seamless remote interactions, and opportunities to enable student self-service scenarios.

## EXPERIENCE LOWER TOTAL COST OF OWNERSHIP

*"A Yankee Group analysis of the three-year total cost of ownership (TCO) shows significant savings in favor of a hosted call center solution. Yankee Group estimates 28%-45% TCO savings when starting up a contact center."*

GREYMATTER presents post-secondary institutions opportunities to leverage a Canadian hosted solution to save you money. Transfer your operational risks to a 24x7 high reliability environment and benefit from the total cost of ownership when compared with traditional premise-based solutions. Avoid further investments in hardware or costly software.

—Through a low, monthly subscription fee from your operating budget replaces the large, up-front capital expense. No need to employ specialized IT personnel—The same monthly fee includes system changes and support.

### FOCUS ON YOUR CORE

Utilize financial and manpower resources where they can have the greatest impact – remain focused on the creation and delivery of exceptional education. Let GREYMATTER do the rest.

### RAPID DEPLOYMENT

With the underlying infrastructure and hardware in place, deployment is simply a matter discovering what functionality is needed to enrich the student experience for a smooth transition.

GREYMATTER is built using open standards permitting seamless integration with your institutional Student Information System, Constituent Relationship Management System and Learning Management Systems.

## ENJOY GREATER BUSINESS FLEXIBILITY

Need to adjust to seasonal demands. No problem. Scale on demand for the September and January peaks and pay for what you use and not for what you think you need in the future.

### INCREASE OR DECREASE CAPABILITY AS NEEDED

If there is a need to increase or decrease staffing levels at any time due to an expansion or a contraction in long-term demand our IP-based hosted solution can be easily modified to work with your organization.

## SUPPORT YOUR ENTIRE STUDENT LIFECYCLE WITH GREYMATTER

GREYMATTER allows post-secondary organizations to benefit from more advanced contact centre functions that were previously reserved exclusively for organizations with large contact centres.

### GREYMATTER FOR ENROLMENT

GREYMATTER helps your recruiting team build and foster long lasting relationships by helping convert prospective students to current students. This is achieved through personalized interactions that are tracked, managed and adjusted to suit your enrolment needs. GREYMATTER will also seamlessly integrate into your existing application processes whether they are managed at the institutional level or mandated at a regulatory level.

### GREY MATTER FOR RETENTION

Whether your organization has a dedicated student services centre or assumes a shared student services responsibility, GREYMATTER provides additional functionality such as a knowledge base, a customized workflow engine and incident reporting, by seamlessly augmenting functionality for your existing systems.

### GREYMATTER FOR DEVELOPMENT

GREYMATTER assists your fundraising and advancement activities through our outbound dialer function, enabling your development office to focus on raising overall dollars rather than the process of dialing and reporting.



To find out how GreyMatter can revolutionize your Student Services  
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