

Centriq Training

76%

live lead
response rate

54%

live lead
qualification rate

48%

aged lead
response rate

12%

aged lead
qualification rate

The Verse Touch

Centriq Training is top of the line when it comes to helping advance IT careers under the Tek Ladder brand, but didn't have the staff or time to reach out to live leads OR aged inquires. Verse to the rescue! Here's what we provided:

- 24/7 live lead response and qualification
- Lead re-engagement of past student inquiries
- Appointment scheduling for prospective students
- Custom automated follow-up campaigns for incomplete assessments

The Results

As they say: The proof is in the pudding. Verse gave Centriq 24/7 coverage and instant live lead response, which resulted in a 76% response rate and a 54% qualification rate! Our team also helped re-engage past student inquiries which resulted in a 48% response rate and a 12% qualification rate.

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We love that Verse is a real partner who comes to us with suggestions and recommendations as we look at new use cases!

Leanora Wendling, VP of Sales with Centriq

REAL CONVERSATION EXAMPLE

Verse converts new student inquiries into enrollment-ready opportunities through immediate, AI-driven and human powered outreach.

Learn more & book a demo at verse.io

Currently have an overload of aged inquires or abandoned applications in your database? Let us revive your old leads!

About Centriq

With more than 30 years of IT training experience, Centriq Training is uniquely qualified to help advance your IT career. Whether you are an experienced IT Professional looking for additional skills or IT certification or you are looking to start a new career in technology, Centriq has the training you need.

CT Hi Austin, this is Alex with Tek Ladder. We received your inquiry about your interest in a new IT Career. I just had a few questions to ask before connecting you to one of our team members. Is now a good time to chat via text or would you prefer something later today?

I'm in a loud environment - we can text.

CT Great! I'd be happy to assist. To start us off, what got you interested in our IT Support Training Program that helps you start a new career in technology in just 9 weeks?

I hear your advertisement on the radio everyday and I've previously tried to self teach coding. I am eager to learn to be in an IT career fit for me

CT Thank you for sharing. If you don't mind me asking, what type of work are you doing right now?

I'm a supervisor in manufacturing

CT Sounds good. And how long have you been thinking about doing something different or changing careers?

I've been thinking for 2 years

CT Awesome. And lastly, what are the best dates/times to have one of our team members reach out with more information about your future career in IT?

I am free tomorrow morning at 9:00am

CT Got it. Unfortunately, we don't have a schedule for exact 9:00 AM CST the nearest I can get is 8:15 AM CST and 9:45 AM CST, which of these work for you?

9:45 am cst is fine for me!

CT Great, I have all of the info I need. You'll receive an email confirmation shortly and someone from our team will call you from a 913 area code. If you have any questions, please don't hesitate to reach out. Thank you and I hope you have a great rest of your day!

Thank you, you as well!