

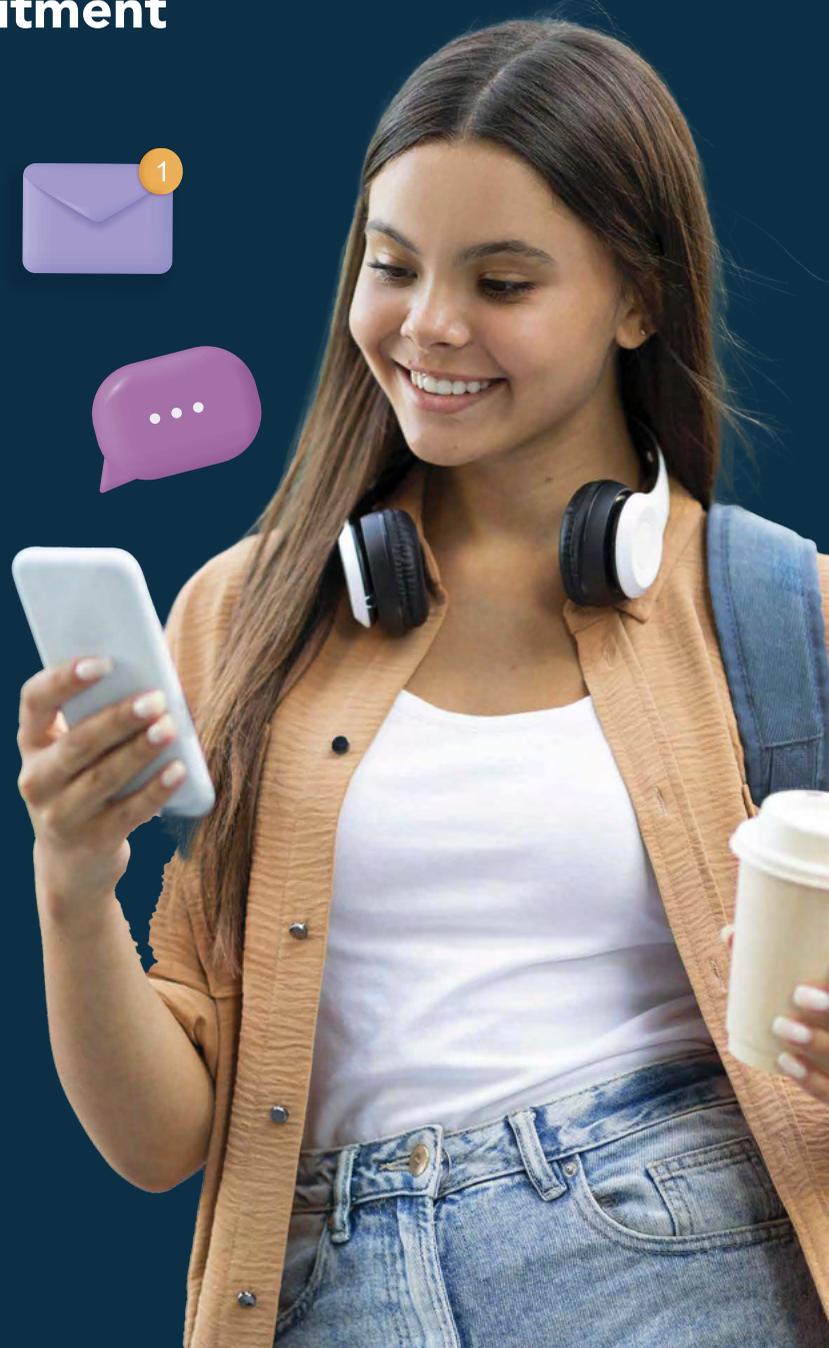
RecruitEdge

# engage smarter. enroll stronger.

## AI-powered inbound recruitment for higher education

### Boost Yield with Personalized, On-Brand Conversations

Our AI Enrollment Concierge engages prospective students and families with instant, tailored conversations—driven by your school’s unique marketing content. By tapping into your website, digital assets, and messaging, we ensure every interaction reflects your brand and answers students’ real questions. When integrated with Slate CRM, our solution takes personalization even further, using real-time data to deliver relevant, compelling responses through voice and SMS/text channels—24/7. The more access we have to your content and systems, the stronger the results.



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# give your admissions team the competitive edge.

## AI-powered conversations for modern enrollment

### what we do



#### **inbound AI support**

Prospects and parents can initiate conversations via text or voice to ask about admissions, programs, financial aid, campus life, and more—anytime.



#### **slate-integrated conversations**

Our AI connects to your Slate instance to personalize conversations based on existing student records, interests, and application status.



#### **real-time personalization**

AI counselors respond using your school's language and materials—turning generic inquiries into highly relevant, targeted exchanges.



#### **insightful lead scoring & dashboards**

Each conversation is summarized and ranked by likelihood to enroll, giving your admissions team clear visibility into high-intent leads.



#### **streamlined follow-up with human touch**

AI captures the “why” behind student interest, empowering your team to tailor outreach, nurture leads, and close the loop with personalized comm flows.

### why it works

#### **scalable personalization**

AI can handle hundreds of inquiries with the nuance of a live counselor—without adding headcount.

#### **higher yield, lower lift**

Your team spends less time qualifying leads and more time converting them.

#### **multilingual support**

Serve diverse student populations with multilingual capabilities, including separate parent and student communication modes.

#### **warm handoff to live counselor**

If a student needs more personalized support, the chatbot will seamlessly transfer the conversation to a live counselor, providing context and relevant information to ensure a smooth and supportive transition.



### ideal for

- ✓ Admissions and enrollment marketing teams
- ✓ Institutions looking to modernize student engagement
- ✓ Schools aiming to improve inquiry-to-deposit conversion rates
- ✓ CRMs powered by **Slate**

### ready to recruit smarter?

Let's build the AI front door for your enrollment funnel. Schedule a demo call today to hear and see it in action!

**Smart enrollment begins here.**

