

## [CASE STUDY: GATEWAY TECHNICAL COLLEGE]

Welcome to Gateway Technical College, ([www.gtc.edu](http://www.gtc.edu)), a higher education institution with eight sites in Wisconsin, serving over 23,000 students annually. Gateway wants to see all its students succeed, supporting their success with academic advisors, student finance specialists, new student specialists, student support counselors and supplementary programs. By offering a reminder service, Gateway equips its staff to maximize their productivity and its students to take full advantage of staff support.

### [OVERVIEW]

Stacy Riley, Associate Vice President of Student Success at Gateway Technical College, runs programs to foster student success across three main campuses in Wisconsin. Thirty staff members including academic advisors, student finance specialists, new student specialists, student support counselors, and career counselors, meet individually and provide workshops for students.

Without student reminders, the Student Success Division reported a high no-show rate for these services. With three to four students per staff member missing 30-min to 1 hour appointments daily, they were logging as much as 120 hours of lost staff time a day. Moreover, students were missing out on services geared to help them succeed. Using staff to make reminder phone calls was inefficient and ineffective.

Stacy's ideal solution - an automated reminder messaging service with customizable messages and seamless integration with their Google™ calendar workflow.

She chose Apptoto.

### [REQUIREMENTS]

#### [Versatile so it serves all clients]

Apptoto sends reminders by voice, SMS text, or email. The Student Success Division uses voice and email since SMS text requires special releases for use with students.

#### [Easy to use]

Apptoto automatically extracts client and appointment information stored in the Google™ calendars. Stacy also used Apptoto customer support to guarantee the automated reminder performance with their multi-calendar workflow.

#### [Central, customizable scheduling]

Stacy's goal was to keep staff productivity high, so she uses Apptoto to centrally manage the reminder schedule and customization for all her staff. Customization was easy to implement. Staff particularly appreciate the instant notifications of appointment confirmation or cancellation.

#### [Seamless integration]

Apptoto automates customized reminders for all forty-four Student Success Division calendars.

## [ RESULTS ]

### [Reduce missed appointments]

A 50% no-show rate among students is not uncommon in the field of education services. Apptoto has been a successful part of Stacy's overall strategy to reduce missed or cancelled appointments from 3-4 to 0-1 daily no shows.

The Student Success Division now sends 1500 reminders per month to its students and uses Apptoto to support a team of 30 professionals and six workshops. Since implementing Apptoto, staff report a dramatic reduction in no-shows. Staff opinion? "They love it", confirms Stacy.

"Our main goal was to reduce student no-shows. We couldn't commit staff time to reach that goal. With Apptoto, we have achieved it."

Stacy Riley, Vice-President, Student Success  
Gateway Technical College



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No credit card required.

**AUTOMATED APPOINTMENT MESSAGING SERVICE**