

# College Interactive Announces CiChat

March 21, 2017

## College Admissions to Candidate



college interactive™

Personalized chat  
with students  
via a mobile app where  
students are comfortable  
and willing to engaging.

*Students are accustomed to using  
apps to communicate-  
SnapChat, Instagram, Facebook,  
WhatsApp and many more*

## School Counselor to Student



College Interactive is pleased to announce the release of their innovative CiChat product. CiChat is part of the suite of the CiEngage cloud solution for mobile based student recruitment. It provides admissions reps instant and direct access to prospective candidates. CiChat will begin in beta testing phases late this spring and brings an entirely new dimension to student recruitment.

Customer benefits include instant student lock screen notifications, one-to-one personalized communications, select audience targeting, views of student profiles, and robust activity and engagement reporting. CiChat allows colleges to directly engage with best fit student candidates at every stage of the recruitment funnel, from first touch all the way through enrollment.

CiChat works seamlessly with the suite of modules that make up the College Interactive mobile engagement app, allowing colleges to enhance their communication results over traditional methods such as direct mail and email. College Interactive provides a disruptive channel solution, to augment what is currently being done, resulting in measurable improvements in ROI.

For more information, and to schedule a complete product demo, please contact:  
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