

# Leepfrog's INSTANTRAPPORT

## What is InstantRapport?

InstantRapport is a managed instant messenger built to address this need for higher education. It helps schools use instant messengers in the most organized and productive way possible. The end result is a boost in productivity and a potent way to reach out and build relationships online.

## Know who you're talking to

Each student's personal and academic information is at the advisor's fingertips, drawn directly from the Student Information System and displayed during the conversation for instant reference. IR also uses the Student Information System to intelligently pair new visitors with the most ideal advisor for their needs.

## Rapid, personalized responses

With the click of a button, students can ask questions as they have them. And advisors almost know the question before it's asked because they know what web page the student is coming from.

## The way students want to communicate

Students prefer to go online, get answers, and go. It's an era of rapid information, InstantRapport makes that possible with a well organized team of online administrators and student information at their fingertips. Acting as a switch board for instant message communications.

Customized Internet Solutions  
Sophisticated Web Applications  
Integrated Internet Marketing  
Superior Customer Service



Leepfrog aggressively serves its clients through the development of industry leading, relationship building Internet solutions.

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## The Smartest IM on Earth

Know their questions before they ask.  
Click. Answer. Done.



## InstantRapport

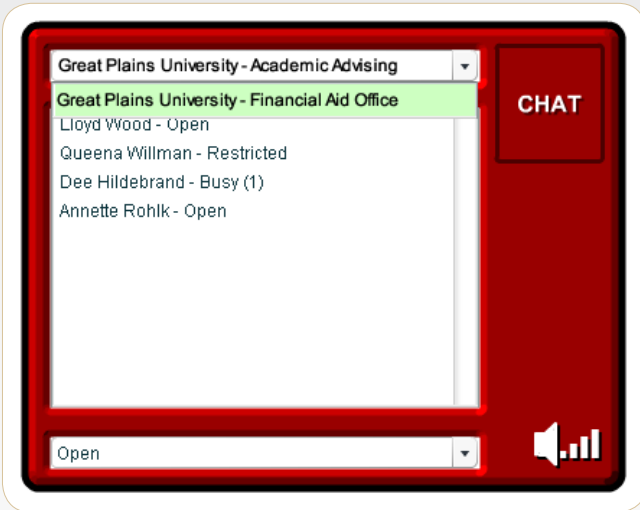
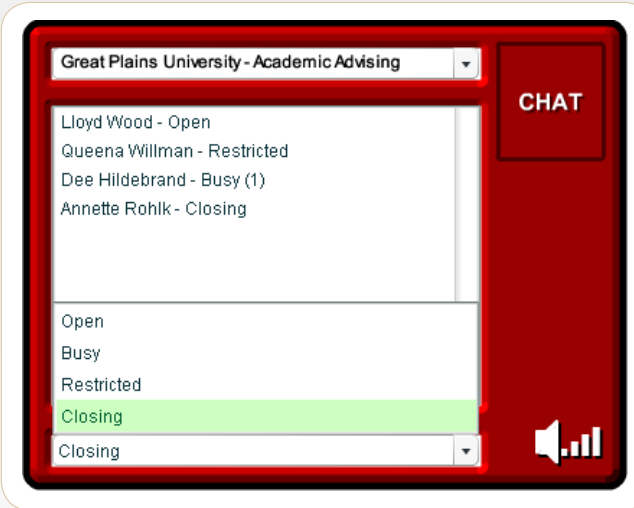
The Smartest Instant Messenger on Earth helps your academic advisors work more efficiently and give immediate, personalized answers to each student's unique questions online. InstantRapport helps your academic advisors work as a team to provide rapid, personalized answers to student questions online. Each student's personal and academic information is at the advisor's fingertips, drawn directly from the Student Information System and displayed during the a conversation for instant reference.

INSTANTRAPPORT

## Managed

Give students the most powerful online interaction possible without having to be stuck at your desk all the time. InstantRapport gives academic advisors the tools they need to manage their workloads or cover for other advisors on their team. To ensure students don't experience "dead air time" the system intelligently accounts for contacts who have stepped away from their desks, routing students to another advisor or altering the Chat Now button to show that nobody is available to talk.

Multiple advisors work as a "team" to answer academic advisory questions, distributing the workflow evenly and directing students to people best equipped to answer their questions. Advisors can change their status to control the number of conversations they're getting, or to cover for advisors who need to leave their desk.

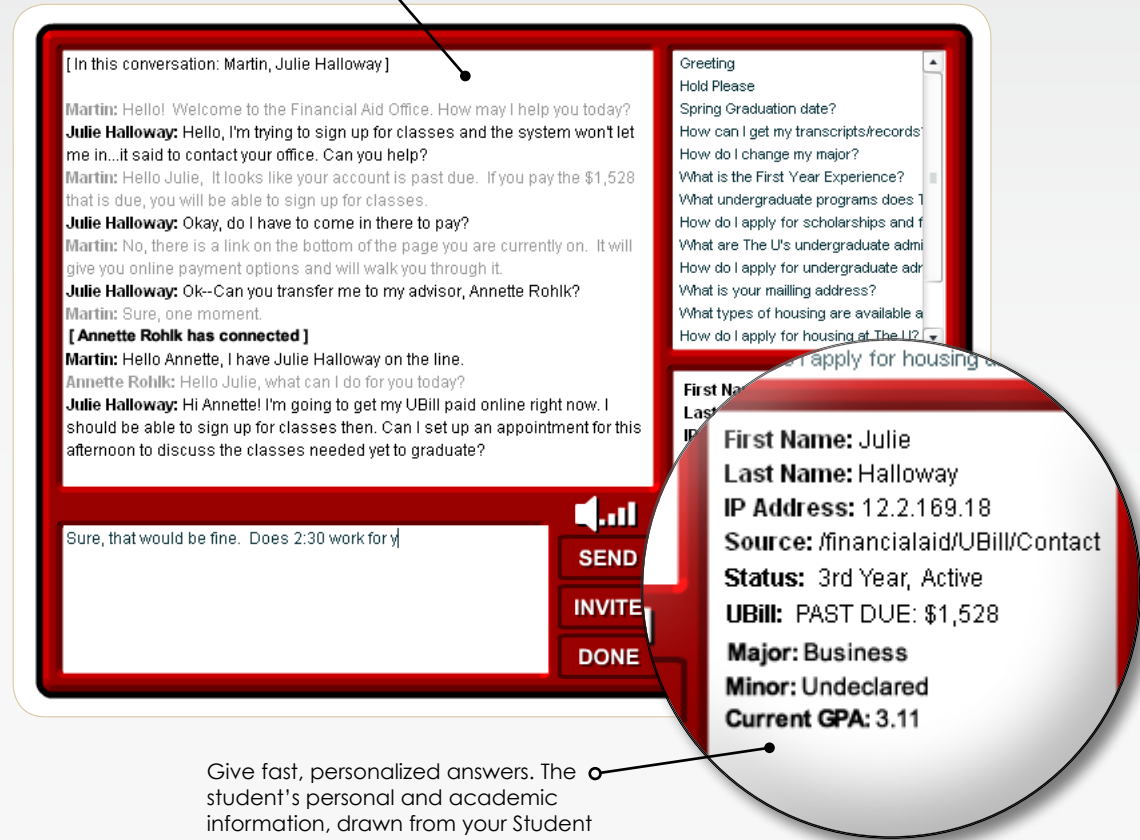


A school can have multiple "teams" of contacts who work together to field specific sets of questions, like those from incoming students or people seeking information about financial aid.

## Instant

Strike while the iron is hot. InstantRapport gives you the power to immediately answer students' questions online at the moment they have them. Each student's personal and academic information is instantly at your fingertips, and you can quickly review who in your contact team can cover for you while you step away from the computer.

Provide the best information possible. Invite other advisors into a conversation to field questions they have more experience with. They can scroll up to review the message history, getting up to speed on the conversation and saving time by avoiding repeat information.



Give fast, personalized answers. The student's personal and academic information, drawn from your Student Information System, is right at your fingertips as you chat.

## Rapport

When a visitor has a question, all they have to do is click a button and ask. No searching, no confusion, just initiate a conversation, talk to the usual point of contact, and get the information customized to the visitor's unique situation. InstantRapport helps to form visitor-contact relationships, and establishes an ongoing rapport. Contacts can review a visitor conversation history to keep them up-to-date on the student's needs.

**Conversation Area.** This is where you'll see the visitor's messages. Once you've posted your responses, they will also appear here. Scroll up to access the conversation history for this visitor.

**FAQ Library.** This is a list of commonly asked questions. Click the question to post the answer in the message area. Once it's in the Message Area you can edit it to conform to your own style of speaking.



**Message Area.** Type your message and edit Frequently Asked Question responses from here. Click Send to post your message to the Conversation Area. The visitor cannot read the text here until you click Send.

**Send.** Click this to post your message.

**Invite.** Click this to invite another contact to this conversation.

**Done.** Click this to finish and evaluate the quality of your conversation or add internal notes about it.

