



UNITECH
TRAINING ACADEMY

How Unitech uses 11x to automate outreach and improve speed- to-lead at scale

< 2 minutes

speed-to-lead time
(99.6% reduction)

74% increase

in calls answered

35% of pipeline

generated by 11x
within 3 months of
launching Julian

About

Unitech Training Academy is a career training institution operating seven campuses and serving students online in Louisiana, Mississippi, and Alabama.

Industry

Higher Education

Product

Julian

Region

North America

Company Size

200-500

CRM

LeadSquared

"We had very little confidence that we were getting in touch with all of our leads on a timely basis via phone calls."

"The conversations were natural and drove prospects to take the next step. Within just three months, Julian matched full-time rep conversion rates with two-minute response times, without losing the human touch that matters in higher education."



Chris Bordes
Chief Operating Officer (COO) at Unitech

● Challenge

Scaling outreach constrained by manual execution and business hours

Unitech's admissions team relied on manual prospecting through their CRM to contact incoming students. With leads arriving around the clock and a team of 10–15 people working standard business hours, response times lagged and opportunities slipped through the cracks. Unitech needed a solution to help them meet their quarterly enrollment goals.

Speed-to-lead lagged significantly

The team worked leads manually in their CRM, often not in the order they arrived. This created slow response times and low confidence that every lead was being contacted promptly by phone.

36% of leads arrived after hours and went untouched

Over a third of prospects submitted an interest form on the Unitech website after 5 PM or on weekends. These leads could wait up to 60 hours for follow-up, putting Unitech at a significant disadvantage during high-intent moments.

Routine communications pulled staff away from high-value work

Beyond new lead outreach, campus staff were responsible for numerous recurring calls, including graduation notifications, grant balance updates, and student re-entry follow-ups. These monotonous but necessary tasks consumed time that could have been spent engaging with active students.

● Solution

Automating instant outreach and routine communications with Julian

Unitech implemented Julian, 11x's inbound digital worker, to automate calling and qualification across seven campus locations and five use cases, including new lead appointments, re-engagement campaigns, and routine student notifications.

Onboarding was structured and hands-on. The 11x team worked closely with Unitech to understand workflows, messaging requirements, and operational constraints. As edge cases surfaced, scripts and logic were adjusted quickly. With Julian, the team could implement changes in hours rather than spending weeks training internal staff.

Julian now operates continuously, reaching prospects the moment they express interest and maintaining consistent follow-up across every touchpoint.

Instant outreach at any time of day

Julian contacts new leads immediately upon submission, whether at 9 AM or 9 PM. This eliminated the 12–24 hour delay for after-hours prospects.

Immediate live transfers or appointment bookings when prospects engage

When a prospect expresses interest during a call, Julian immediately connects them to a live admissions team member or book a campus visit and send a calendar invite. This creates a seamless handoff that maintains momentum and increases conversion likelihood, ensuring the admissions team only handles high-intent calls.

Automated routine communications at scale

Beyond new lead outreach, Julian automates high-volume, repetitive communications at scale. What once required ad hoc task assignments across campus roles now runs systematically on schedule, with standardized messaging and timing.

"Julian complements everything our team does. Our admissions staff can focus on engaging students while Julian takes tasks off their already full plate."



Christine Payton
VP of Marketing and
Public Relations at Unitech

Natural conversations that build trust

Unitech prioritized authentic voice technology during vendor selection. Julian's conversational flow and natural pacing made calls feel genuine rather than robotic, preserving the personal connection that matters in higher education.

● Results

Lead response transformed into a reliable continuous engagement engine

Unitech saw the effectiveness of Julian immediately for the initial test after activating Julian for after-hours and weekend support. After one month, Unitech let Julian handle their calling operations 24/7.

By deploying Julian across their admissions workflow, Unitech transformed their ability to engage prospects at the right moment while freeing campus staff to focus on higher leverage tasks. What was once constrained by business hours and manual effort became an always-on system that operates with consistency and scale.

Unitech plans to expand their use of Julian's SMS capabilities, which can layer text messaging directly into call workflows. The feature combines voice and text outreach seamlessly. Julian follows up calls with contextual texts, shares personalized resources via SMS, and engages prospects who prefer text communication.

As 11x continues to build new features for Julian, Unitech is excited to scale outreach further while aligning workflows with how today's students communicate, opening new opportunities across the entire enrollment journey.

99%
reduction

in speed-to-lead time (after-hours response)

74%
increase

in calls answered

35% of pipeline

generated by 11x within 3 months of launching Julian

“Julian is a more intuitive agent than anything I've experienced. The continued development of the technology is terrific and he's become a natural extension of our outreach efforts.”



Chris Bordes
Chief Operating Officer (COO) at Unitech



Turn every
inbound lead into
pipeline.

Respond instantly,
qualify automatically,
and book meetings
24/7, without
growing your team.

→ Reach out to us at <https://www.11x.ai/demo> to see
how Julian can transform your inbound motion.