



HIGHER EDUCATION

Centralized control and scalability for a major university system



Overview

This case study demonstrates how a large university system, referred to here as "Major University", implemented a core contact center solution to gain essential operational visibility, centralize administration, and establish a foundation for rapid, department-by-department expansion into advanced features.

The Major University operates as a large institutional umbrella, overseeing numerous colleges and administrative departments that often function independently of one another. The initial requirement was to manage the needs of five of these independent departments using only the voice channel. The contact center's primary role is to manage daily student and faculty inquiries across these decentralized groups.

Challenges

The Major University faced a core operational challenge in managing its initial contact center groups:

- **Lack of Performance Insight:** The initial groups were moving from a non-contact center environment and lacked any form of detailed reporting to understand call volumes or service times.
- **No Agent Accountability:** Managers had no visibility into agent state management, making it impossible to track precisely how agents were spending their time during shifts, hindering productivity analysis.
- **Complex Organizational Structure:** The solution needed to support a highly decentralized structure, where individual colleges and departments operate autonomously, yet required a central point for configuration and administration.

AT A GLANCE

Unlocking features and enabling exponential growth

✓ ARCHITECTURAL STABILITY

Implemented a Parent/Child structure to manage a large, decentralized university umbrella, enabling both central oversight and departmental autonomy.

✓ FIRST-TIME VISIBILITY

Provided management with their first insights into agent productivity using agent call states and robust reporting, solving a critical operational blind spot.

✓ PROVEN LAND-AND-EXPAND

Demonstrated success led to rapid expansion of departments and a quick adoption of advanced features, culminating in the university standardizing on the solution for all future contact center needs.

Solutions

We implemented a foundational voice-only solution designed specifically for scalable growth and centralized administration:

- **Parent/Child Architecture:** The entire system was established under a "Parent" call center for global administration access. Each of the first five groups to go live was configured as an independent "Child" call center under the Parent. This enabled local control while centralizing system management.
- **Foundational Voice Package:** We provided the base voice package to groups that had never used formal contact center technology before, ensuring a smooth transition and rapid adoption.
- **Essential Visibility Tools:** We implemented the default agent call states and foundational reporting to immediately enable tracking of agent activity and provide the managers with their first real insights into productivity and utilization.

Results

The foundational implementation successfully addressed the visibility gaps and proved the value of the platform, leading to immediate feature adoption and rapid institutional expansion:

- **Immediate Feature Demand:** The biggest positive outcome was the immediate desire from the initial groups to adopt advanced features immediately after go-live, including callbacks, holiday routing, and call recording retention.
- **Proven Scalability:** The largest overall impact was demonstrating the potential to continuously add additional departments and scale quickly across the university system.
- **Rapid Expansion:** In less than six months after the initial five groups went live, an additional department was added with the increased requirement for a full omnichannel solution.
- **Institutional Alignment:** The university is now planning to utilize this solution for all call center needs going forward, cementing our platform as the institutional standard across the entire university system.