Interactive Chat Response (ICR)

World's Third Biggest University

Call Center Studio Case Studies

Unearth the secret to how we help businesses around the world deliver supreme CX while driving growth

Introduction

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Contact us at **partner@callcenterstudio.com** to learn more about this case study.

The Problem

Our client is a prestigious university with high enrollment rates (brand name is kept anonymous due to the client's request). Before Call Center Studio, they used to outsource their call center operations. However, the company wasn't able to address the high demand during peak seasons such as registration/enrollment and exam periods.

The client also had a chat platform operating on Adobe to help decrease call traffic by navigating students to chat services. However, Adobe's infrastructure requires updates from all end-users, which actually complicated things even further.

Eventually, students would experience trouble with the chat service and end up calling the university's call center. The chat system was also unable to direct the students to the correct representative. Thus, the call center agents were overwhelmed with all the chat-related calls when they already had their plates full.

Our client realized that the best way to overcome these challenges was to form their own in-house call center. However, they were worried about having to invest a lot of money in hardware and licenses.

That is where Call Center Studio stepped in!

Our Solution

Call Center Studio introduced two solutions—chat and voice. The voice system supported 150 users on 50 locations with a supervisor interface that streamlined user management. The chat platform, on the other hand, required no updates, ensuring future-proof and undisrupted chat services for students worldwide.

We utilized our ICR technology to define the frequently asked questions. Thus, students got their questions answered without picking up the phone. Soon enough, student representatives experienced a huge decrease in inbound call volume.

With Call Center Studio, our client is also now able to easily manage IVR announcements and disclaimers during peak periods. Students get to resolve their issues quickly while student representatives get to perform more effectively.

Most importantly, our cloud-based software saved our client from hardware investments, data server costs, future maintenance fees, and so many more expenses! As we chased their financial worries away, we also accompanied their journey with our consultancy and efficient training, which helped them ace their operations despite being a first-time call center operator.

Implementation and Technical Approach

Here is how we created and implemented the perfect center solution for our client:

1. First, we created a customized IVR flow according to our client's requirements.
2. We built SIP trunks in Call Center Studio's infrastructure.
3. Then, we ensured seamless integrations between Call Center Studio and our client's CRM.
4. After providing steady integrations, we deployed a customized chatbot within the client's website.
5. We grouped student representatives based on their criteria (expertise, experience, shifts, etc.) and migrated all user data to Call Center Studio.
6. To ensure that our client is using Call Center Studio to its fullest potential, we scheduled agent and supervisor training.
7. We built Data Studio reports that empowered our client with unique, actionable insight.
8. Finally, we created interactive chat response (ICR) flows for chat.

Client Benefits

Our solution helped our client address its most important challenges with minimum disruption and investment. Our software benefited the operation from day one:

Increased CX

Students were having trouble contacting the call center, especially during peak periods such as enrollment. All frustrations are now long gone, thanks to our newly implemented ICR and IVR systems where 52% of students can resolve their issues easily via chat services.

Workforce Management

Our multi-tenant and cloud-based software facilitated successful workforce management throughout all 50 locations, which is hard to achieve among multi-location call center operations.

Future-proof:

Our chat service is future-proof, requiring the least of updates. This was a huge win for our client which was suffering from constant update requirements.
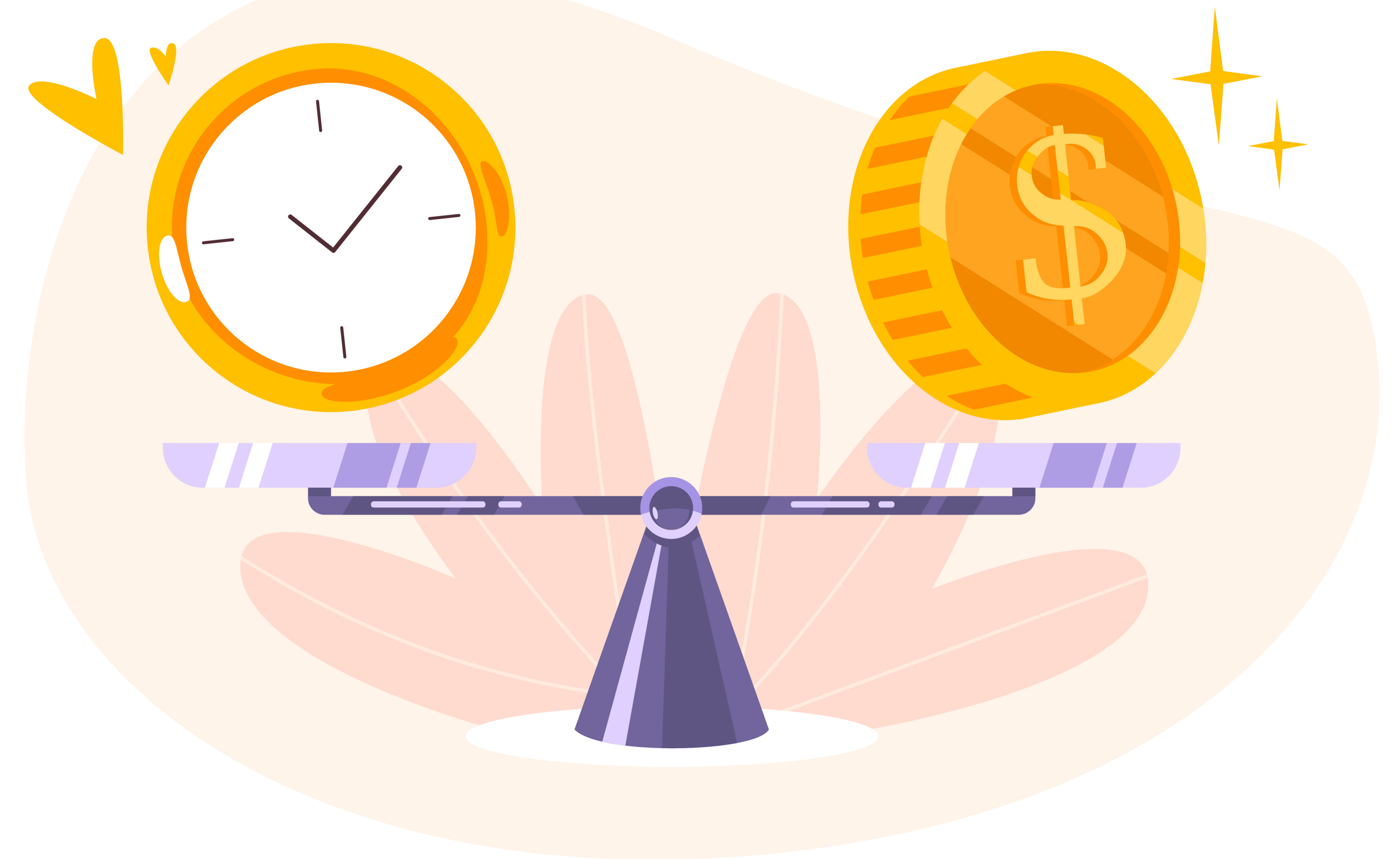
Cost Efficiency

As the cost of building an in-house call center operation was one of the main concerns of our client, offering them:

- A budget-friendly pay-as-you-go model,

- Colocation,

- Free technical support and consultancy,

Without requiring maintenance fees and bulky infrastructure was again a huge win.

BI Tools

By leveraging Data Studio's unique reporting capabilities, data insight, and supreme BI tools, our client got to supervise the whole operation and ensure constant improvement.

Looking for a call center solution that will:

- Have your back throughout high seasons,

- Give you the ability to scale up and down according to your business needs,

- Ensure cost efficiency and drive operational efficiency, and

- Improve CX across all channels?

Contact us and let's discuss what we can do for you.