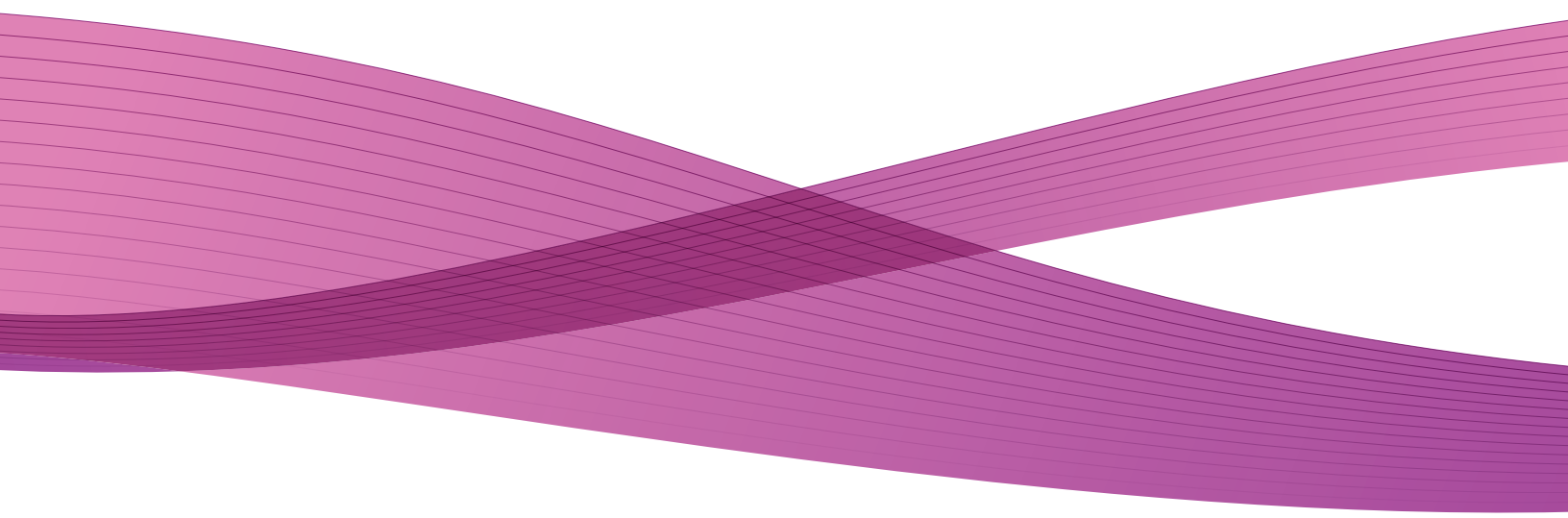
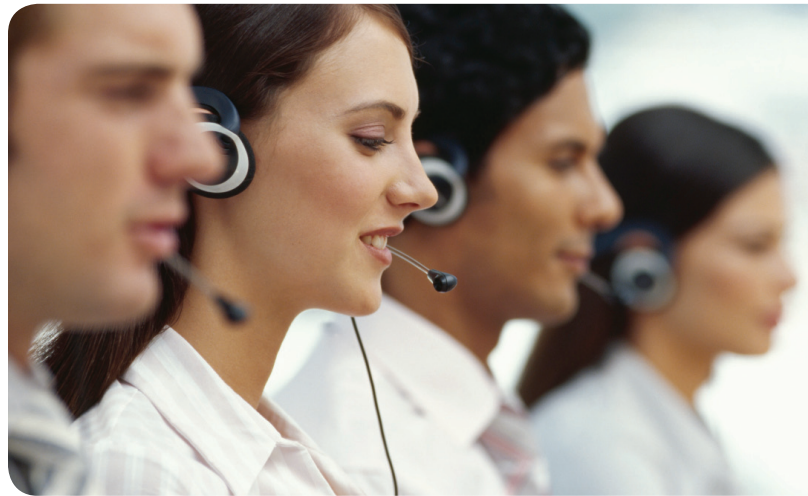


A college needed to field students' questions. We answered the call.

A private four-year college was facing the loss of their vendor, who had been handling the school's inbound calls related to financial aid, registrar and admissions.



A college's inbound student call center exceeded industry standards for the first time in its history. Chalk it up to our best-in-class solution.

The Challenge

With the vendor contract expiring, they needed a new provider quickly. Not only did the school need to keep call center services running smoothly, they also sought to enhance their service capabilities and update their technology.

The school was looking for an industry leader who could provide longer hours of call center operations, improve reporting and monitoring, and deliver better overall service to their more than 10,000 students.

The Solution

Once selected, we hit the ground running. We swiftly formulated a timeline and project plan, and began implementation of an advanced call center solution. Using technology infrastructure and operating excellence from our shared services center in Bakersfield, California, we established a call center serving the college and its students. Then our team initiated a transfer of telecom routing and ownership from the previous vendor to the Bakersfield facility.

To achieve superior call center service, we deployed our eTools technology, which included:

- Proprietary Web-based technology to track and manage all student communications
- A Web-based call recording and quality review tool
- Real-time staffing technology to maximize call center staff efficiency and effectiveness

We also hired and trained a team of call center representatives to handle inbound calls for the college.

The Result

The school was able to transfer out of its previous vendor's system two weeks ahead of schedule, and go live with our advanced call center services.

For the first time, the college exceeded industry standards: 80 percent of student calls answered within 20 seconds, with an abandonment rate of less than 5 percent. Not surprisingly, student satisfaction levels increased markedly as well.

In addition, by accessing our online searchable system, internal campus-based representatives improved their reporting capabilities.

You can learn more about us at www.xerox.com/businessservices.



Sector: Higher Education

Solution: Student Financial Aid Business Process Outsourcing

Client: Private four-year college

Challenge: Inbound financial aid, registrar and admissions calls; outdated technology and limited service capabilities

Results: Call center facility that exceeded industry standards and achieved superior student satisfaction

The Bottom Line

A private college needed a new provider to handle its inbound financial aid, registrar and admissions calls. They wanted a provider who could enhance the school's call center capabilities and technology, and elevate service for their more than 10,000 students.

We got to work establishing a student call center for the college. Within weeks, the center was up and operating, backed by highly trained representatives, advanced eTools technology, and Web-based student support services. For the first time in its history, the college exceeded industry standards in call center response times, with outstanding student satisfaction levels.

