Case Study
Australian Catholic University

RXP helped Australian Catholic University to remain competitive in a dramatically changing landscape by boosting customer intimacy with the delivery of a Cloud Contact Centre.

Client

Australian Catholic University, Melbourne

Challenge

ACU were managing interactions via small Student Centres located on each campus. Phone, email and counter interactions were each managed using a different system resulting in a lack of uniformity across all interaction channels, silo thinking and a customer experience that differed from location to location. Student Centre staff were also required to access up to six additional systems to interrogate student data, enrolment information, course details and knowledge repositories. Not only did this result in poor turnaround times for student requests it also resulted in manual re-keying of data, poor data quality and ultimately a lack of staff confidence in available interaction data due to inaccessible metrics and reporting.

Additionally, ACU did not have an adequate telephony system. Phone calls were managed via phone loops, and where a call was unanswered, the caller may have experienced a busy tone or been required to leave a message and await a call back. This resulted in a lack of data around call quality, abandoned calls and wait times and most importantly, was not the experience that ACU wanted to provide its students, prospects and staff. The solution lacked scalability and required unpractical workarounds at peak times of the year to meet increased demands on the Contact Centre Staff.

Our Work

We delivered ACU a fully integrated cloud contact centre that provides contact centre agents with a single system to either interact with people live, or to respond to enquiries that have been routed to them. Customers can now make enquiries via a range of channels that include face-to-face, phone, web, SMS, and email which means customers can initiate and track their questions through the AskACU portal. The solution provided ACU with inbound and outbound capability across all of these channels and associated platforms. "Working with RXP was a true partnership. They listened, understood our needs, and delivered a high quality, robust solution. We always had the sense that we were all in it together." Angela Forrester, Australian Catholic University Project Manager Student Central | Student Administration

Real-time access to metrics enables the Contact Centre to track and manage enquiries as well as perform in-depth analysis of KPI metrics. A comprehensive knowledge bank is now available to Contact Centre staff and AskACU Centre staff to provide a more consistent responses to enquiries. "We've never had the level and detail of insight and metrics that we have now with the AskACU Enquiry Management System. In the past, we used guess work to determine how many enquiries we were responding to or missing. Now, we know exactly!" Angela Forrester.

The knowledge bank is also available to the public via the AskACU application on the web. "The complete snapshot of our customers at our fingertips, in conjunction with a comprehensive knowledgebase covering more than 400 topics, is what makes our customer service agents nimble." Angela Forrester.

Additionally, rostering, licensing, learning management and a range of other daily functions are all managed inside the solution, creating a true 'one-stop-shop' for customers, staff and management.

The solution is powered by RXP's Cloud Contact Centre solution and is underpinned by ServiceNow and IPScape cloud technologies. ServiceNow is the interface for student services and is integrated with core back-end systems to pull all the appropriate student data. Our solution also integrates with cloud telephony platform IPScape, which allows for configurable work-flows to automate the allocation of interactions to the appropriate agent. Powerful reporting across all channels has been introduced to ACU, and the solution integrates seamlessly with the AskACU application.

Outcome

Our team in partnership with ACU, created AskACU to increase customer intimacy, provide service excellence, and establish a key differentiator amongst its competition in the sector. Students now have the option of phone, email, face-to-face, SMS, live chat, and a range of self-service options when dealing with the University. AskACU allows students to interact with the customer service team on the channel they prefer and enables customer service agents to have a complete view of the customer in a single system.

Customer Intimacy:

- Know the caller - The solution integrated with all backend systems hosting student data. The cloud contact centre solution pulls all student information into a single interface and gives the agent a 360 degree view of the student they are responding to.
- Student Life Cycle – Records are created for all callers and enables ACU to start building a view of potential customers that carries through enrolment until the student becomes an Alumni.
- Omni Channel capability - Enables students to interact with AskACU when they want on a channel that suits them, when it suits them.

100% Cloud Based Solution:

- Scalability – The solution provides ACU with the ability to rapidly scale up and down to meet peak demands for services across the year with minimal effort and impact to standard business activities.
- Predictable ongoing costs – Maintenance for hardware and software support costs are covered by a subscription model, therefore removing the possibility of hidden surprises often found with on-premise solutions. Budgeting for peak season is now a much faster process.
- Rapid implementation time – The core solution was delivered in 3 months, this was made possible by leveraging and con guring the ServiceNow and IPScape platforms. Using platforms that are tried and tested in the market, removed the unwanted risk associated with building a custom solution from the ground up
- Mobility – The solution is available to students and agents from anywhere on any device. Agents are free to roam the campuses and address student enquiries on the go, in spaces that students enjoy being in.

Real Time Metrics and Reporting leading to Business and Customer Service Improvements:

- Data is also driving improvements to the customer experience delivered across all channels.
- When the Contact Centre receives an enquiry they now only have to access the enquiries file to see all past interactions. This provides a much more ef cient process for the Agent and the enquirer, and helps to provide a more tailored response to individual questions.
- Contact Centre agents now only have to access a single system to access, view and update details, therefore eliminating the need for data duplication

Contact

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