Blackboard®

Coppin State University dramatically improves call response times and boosts call satisfaction to 88%.

Challenges

Coppin State University (CSU) was facing a chronic front-desk staffing shortage in both their Financial Aid and Admissions areas. Employees from both offices took turns covering these gaps, but with the enrollment push of a new semester putting pressure on their regular workloads, they were unable to answer the volume of calls in a timely manner. As a result, the percentage of abandoned calls reached **57% for Admissions** and a staggering **94% for Financial Aid**.

What's more, there was no system in place to access the nature of each call prior to answering. This led to a significant percentage of time being spent on handling basic inquiries instead of more important questions about application status or financial aid verification.

Solution

CSU contacted Blackboard Student Services and outlined their short-term and long-term goals and challenges. Working across campus with stakeholders to gain a clear picture of the technology landscape, Blackboard Student Services recommended integrating CSU's PeopleSoft Campus Solutions Version 9.0 data with their One Stop solution. This would not only enable CSU to better manage, respond, and track issues in the Admissions and Financial Aid departments, but it would create a support system to respond efficiently to a wide range of typical call requests.

To handle typical calls, Blackboard Student Services would leverage its SmartView dashboard, which provides advisors with tools to quickly assist students and handle calls without escalation. This recommended plan would redirect incoming calls to the Blackboard Student Services Contact Center in addition to escalating calls that require more detail and attention.
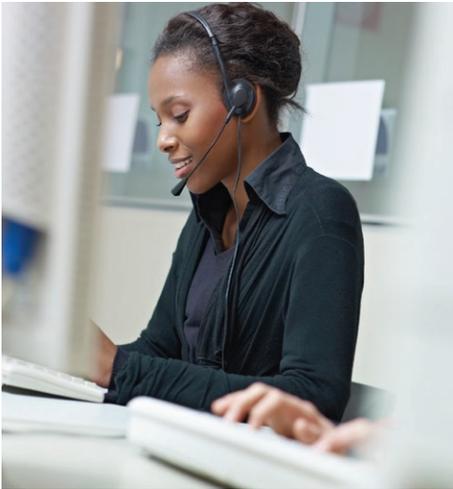
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Delivering dramatic results

Once the new solution was launched, the effects were nearly immediate. With dedicated advisors in place, the percentage of **abandoned calls dropped to 5%** across both the Financial Aid and Admissions areas. The SmartView dashboard provided a 360-degree view of student data that allowed call center advisors to quickly assist students with their inquiries and minimize escalations.

As a result, student satisfaction rates with the Contact Center improved dramatically. In just a few months:

› 88% felt the Contact Center made addressing their questions or problems easy

› 86% had a positive experience with their Contact Center interaction

› Overall customer satisfaction ranked at 3.9 on a five-point scale, above CSU's target of 3.5

CSU and Blackboard Student Services continue to strengthen their partnership with regular reviews, ongoing updates to the Knowledge Base used by the Contact Center, and continuous measurement of KPIs to ensure the solution continues to deliver the best results. Together, they are exploring new ways to enhance their processes to further reduce call volumes to these departments and others, providing even more time for staff to focus on strategic duties.

Real results to be proud of:

95% answer rate

88% satisfaction rating

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