

# University Call Center and Help Desk

featuring

*Joe Garcia*

*Director*

*University Call Center*



# The Business of The University Call Center

- Answering incoming calls from students, prospective students, patients, faculty, staff, and the general public
- Responding to emails from students, prospective students and the general public
- Performing outbound calls for dedicated calling campaigns

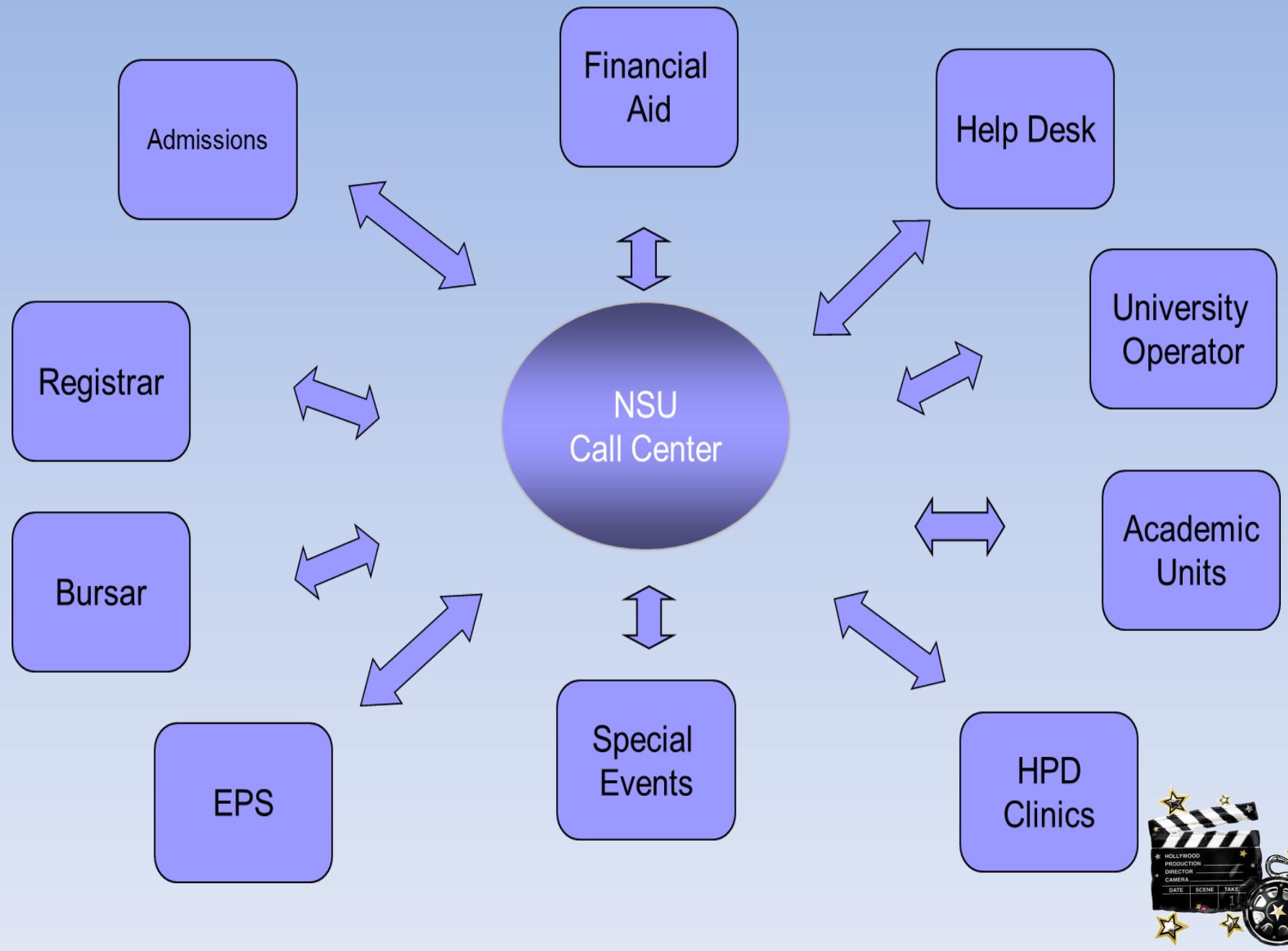


# History



- The University Call Center (UCC) was created in 2000.
- The original UCC only handled Financial Aid, Registrar and Bursar related calls.
- The UCC was housed in the UPP, with a seating capacity of approximately 50 employees.
- The UCC moved to the East Campus in 2011 and now has a seating capacity of 96 agents.





# Inbound Calls to the UCC

Student Services and Admissions related calls:

- University Operator
- Bursar's Office
- Registrar's Office
- Financial Aid Office
- Abraham S. Fischler School of Education
- Graduate School of Computer and Information Science (GSCIS)
- Health Professions Division Admissions
- College of Nursing



# Inbound Calls to the UCC

## Health Care Clinic Related Calls:

- Medical
- Dental
- Optometry
- Psychological Services Center
- NSU Care
- HPD Health Care Center VIPS



# Inbound Calls to the UCC

Help Desk related calls:

- Faculty (Priority)
- Pin/Password
- Online Course
- General Technology



# Email Correspondence

- Financial Aid
- Bursar
- Registrar
- NSU Info
- HPD Info
- Help Desk



# Outbound Calls from the UCC

- University-wide Community Events
- Follow-up Financial Aid Calls
- Dedicated Calling Campaigns



# Resources of the UCC

## Human Resource Management

- Forecast of daily call volume based on historical data
- Centralized workforce scheduling
  - Daily schedules
  - Forecast number of staff members required
- Triage(s) activation during peak intervals
- Reporting of calls on a daily, weekly, and monthly basis
  - Volume of calls
  - Call types
- Creation of scorecards
  - Representatives
  - Operational
  - Executive



# Resources of the UCC

## Training

- Classroom and Side-by-Side models for new hires
  - ESS Training and Development
  - Supervisors and Leads
- Targeted trainings based on specific needs
  - Trends found through quality
  - Updates/New processes
  - Refresher Trainings
- Customer Service and quality assurance
  - Quality Process
  - Soft Skills



# Metrics of the UCC

## Productivity

- Calculated based on phone report metrics
  - Time Logged In
  - Auxiliary Codes
- Production is based on the average of the team
- Agents are considered to be in a productive state if they are contributing to the overall goal of the organization
  - Time spent with callers, number of calls handled, and after call work does not negatively affect productivity – **QUALITY IS PRIORITY!!!**



# Metrics of the UCC

## Quality

- All calls recorded
- 3-5% of all calls are monitored
- Calls are scored and feedback is provided by Customer Service Team Leads



# Technology



## Call Management System (CMS)

- State of the Art Call Management System-Tracking
- The Call Management System (CMS) tracks statistics for all agents in the UCC

### NICE

- Call Recording Software
  - Screen and Voice Capture
  - Automated Call Evaluation



# Call Volume-Incoming Calls

	2013	2014
January	86,297	82,440
February	54,612	52,386
March	62,494	64,185
April	75,670	69,068
May	82,514	75,359
June	65,420	61,641
July	78,111	70,289
August	96,765	79,046
September	63,129	58,755
October	60,052	53,571
November	45,350	39,792
December	51,901	47,845
Total	822,315	754,377



# Call Center Benefits

- All calls are recorded
- Quality Control Process
- Forecasting
- Holistic Approach
- Experienced Agents
- Bilingual Assistance



# THE END



# CAST & CREDITS

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# Thank You!



# Additional Questions

Please email any questions not answered today to  
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Thank you for attending!

