

# University Call Center and Help Desk

Presented By  
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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 established in 2000.
- The original UCC only handled Financial Aid, Registrar, and Bursar related calls.

# History

- The UCC was housed in University Park Plaza (UPP), with a seating capacity of approximately 50 representatives.
- In 2011 the UCC moved to the East Campus, and now has a seating capacity of 96 representatives.

# Hours of Operation

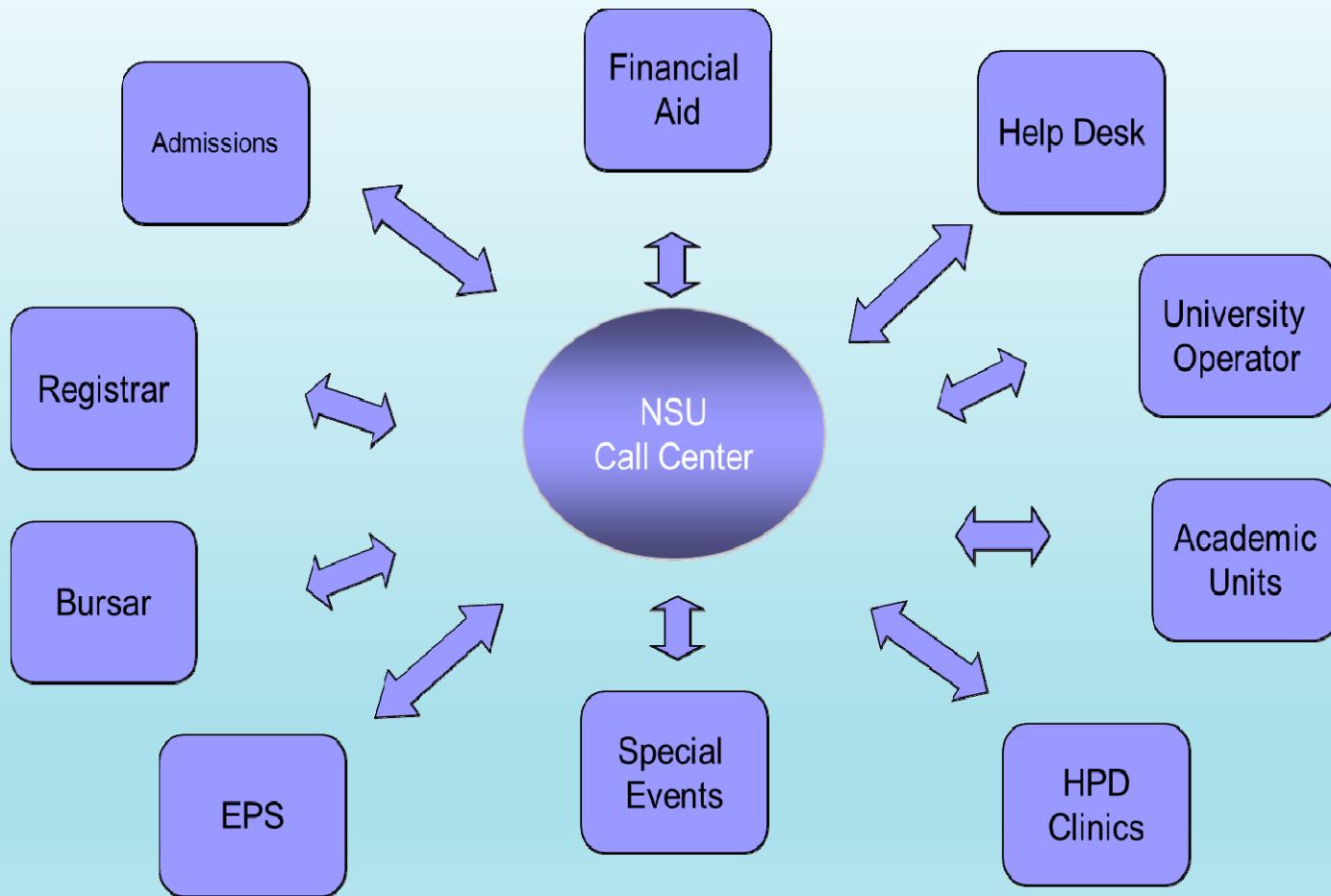
Service Area	Hours of Operation		
	Monday-Friday	Saturday	Sunday
Main Attendant Admissions Student Services	7:00 a.m.- 10:00 p.m.	8:30 a.m.- 5:00 p.m.	8:30 a.m.- 5:00 p.m.
HPD Clinics	8:00 a.m.- 5:00 p.m.	8:00 a.m.- 2:00 p.m.	Closed
Help Desk	7:00 a.m.- 10:00 p.m.	8:30 a.m.- 5:00 p.m.	8:30 a.m.- Midnight

# Contact Information

Contact	Phone Number	Internal Extension
University Operator	(954) 262-7300 or (800) 541-6682	27300
Bursar	(954) 262-5200 or (800) 541-6682, ext. 25200	25200
Financial Aid	(954) 262-3380 or (800) 806-3680	23380
Registrar	(954) 262-7200 or (800) 541-6682, ext. 27200	27200
HPD Admissions	(954) 262-1101 or (800) 541-6682, ext. 21101	21101
Help Desk	(954) 262-HELP (4357) or (800) 541-6682, ext. 24357	24357

# Contact Information

Contact	Phone Number	Internal Extension
Medical Clinic	954-262-4100 or (800) 541-6682, ext. 24100	24100
Dental Clinic	954-262-7500 or (800) 541-6682, ext. 27500	27500
Optometry Clinic	954-262-4200 or (800) 541-6682, ext. 24200	24200
Psychological Services Center	954-262-5730 or (800) 541-6682, ext. 25730	25730
NSU CARE	954-NSU-CARE (678-2273)	N/A
Employee Health and Wellness Clinic	954-262-VIPS (8477) or (800) 541-6682, ext. 28477	28477



# **Inbound Calls to the UCC**

## **Student Service and Admissions Calls**

- University Operator
- Bursar's Office
- Registrar's Office
- Financial Aid Office
- Abraham S. Fischler College of Education
- College of Engineering and Computing
- Health Professions Division Admissions
- College of Nursing

# **Inbound Calls to the UCC**

## **Health Care Clinic Calls**

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

# **Inbound Calls to the UCC**

## **Help Desk 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



# Managing UCC Resources

## Workforce Management

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

# Managing UCC Resources

## Training

- New Representatives
  - Classroom
  - Immersive, side-by-side
    - ESS Training and Development
    - Supervisors and Leads
- Targeted, based on specific needs
  - Trends found through quality
  - Updates/New processes
  - Refresher trainings
- Customer Service and quality assurance
  - Quality Process
  - Soft Skills



# UCC Metrics

- Productivity
  - Calculated based on phone report metrics
    - Time Logged In
    - Auxiliary Codes
  - Production is based on the team average
  - A representative is considered to be productive 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 impact productivity – ***Quality is priority!***

# UCC Metrics

- Quality

- All calls recorded
  - 1-3% 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
  - Call Management System (CMS) tracks performance statistics for all UCC representatives

NICE

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



# Incoming Call Volume

Month	2014	2015
January	82,440	64,244
February	52,386	46,956
March	64,185	56,786
April	69,068	54,985
May	75,359	55,262
June	61,641	50,601
July	70,289	54,949
August	79,046	73,538
September	58,755	47,709
October	53,571	47,225
November	39,792	37,684
December	47,845	38,222
<b>Total</b>	<b>754,377</b>	<b>627,122</b>

# Call Center Features and Benefits

- All calls are recorded
- Quality control process
- Forecasting
- Holistic approach
- Experienced customer service representatives
- Multilingual assistance (More than 170 languages)





GREEN LANTERN

**NO MATTER  
HOW BAD THINGS GET,  
SOMETHING GOOD  
IS OUT THERE,  
JUST OVER THE HORIZON.**

GREEN LANTERN

SCOOP  
WHOOP

[www.scoopwhoop.com](http://www.scoopwhoop.com)

# Contact Information

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University Call Center and Help Desk

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