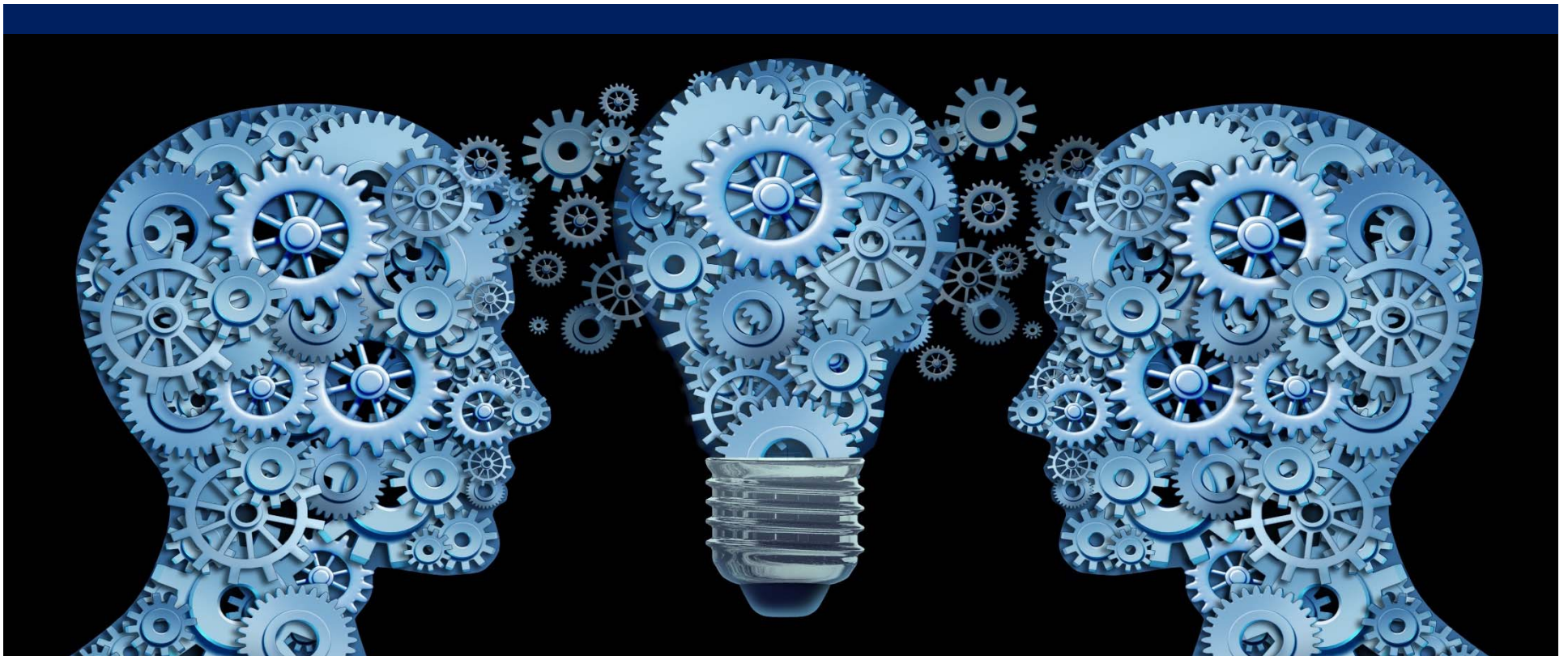


# University Call Center and Help Desk

Joe Garcia, Ed.D.  
Director



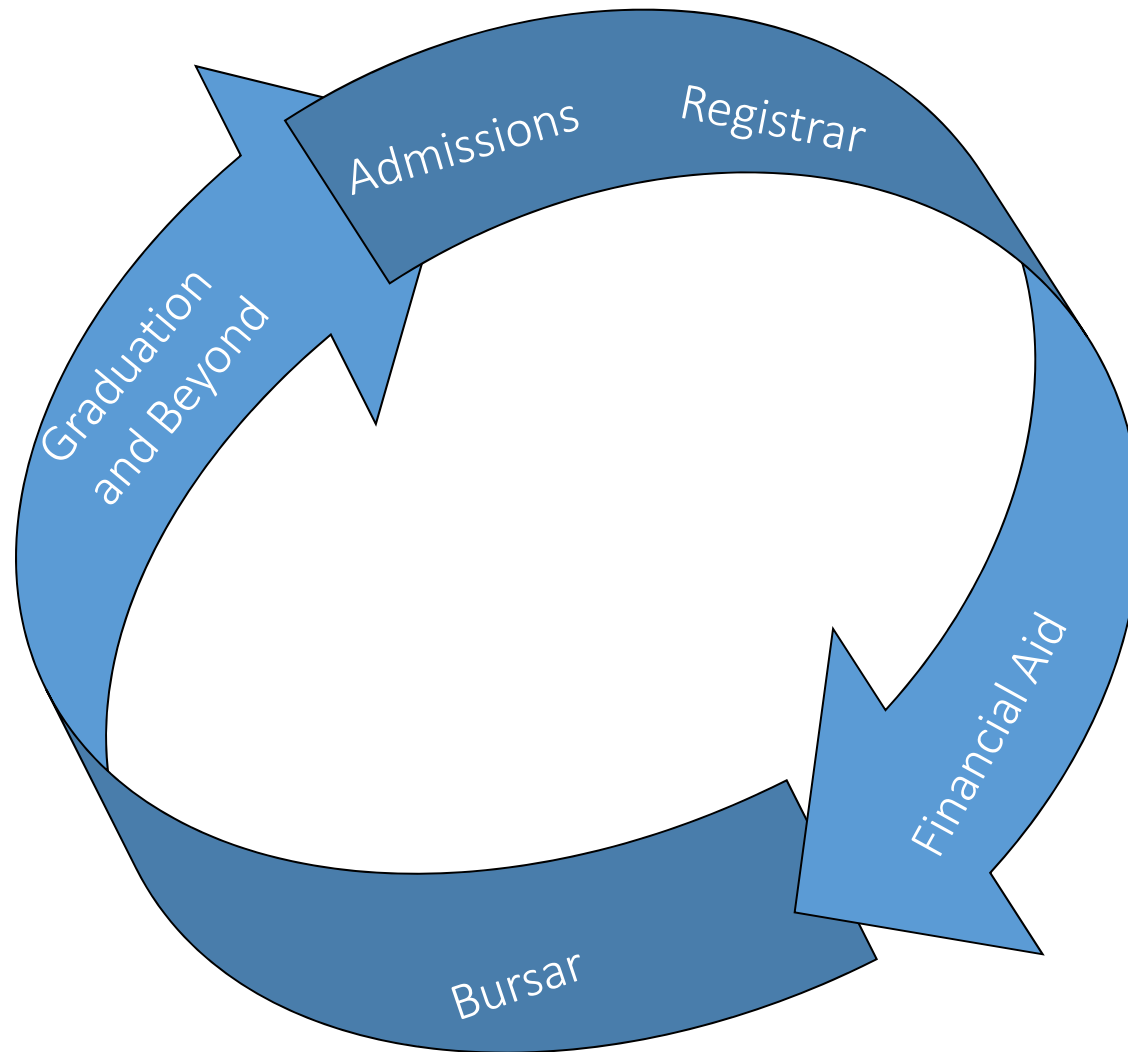
# Objective

Upon completion of this presentation, you will know about:

- UCC Mission
- History
- Hours of Operation
- Contact Information
- Inbound Calls
- Email Correspondences
- Outbound Calls
- Managing Resources
- Metrics
- Technology
- Incoming Call Volume
- Features and Benefits



# University Call Center Mission



# History



**2000**

The UCC was established and housed in University Park Plaza (UPP), with a seating capacity of approximately 50 representatives.

The original UCC only handled Financial Aid, Registrar, and Bursar related calls.



**2011**

The UCC moved to NSU's 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

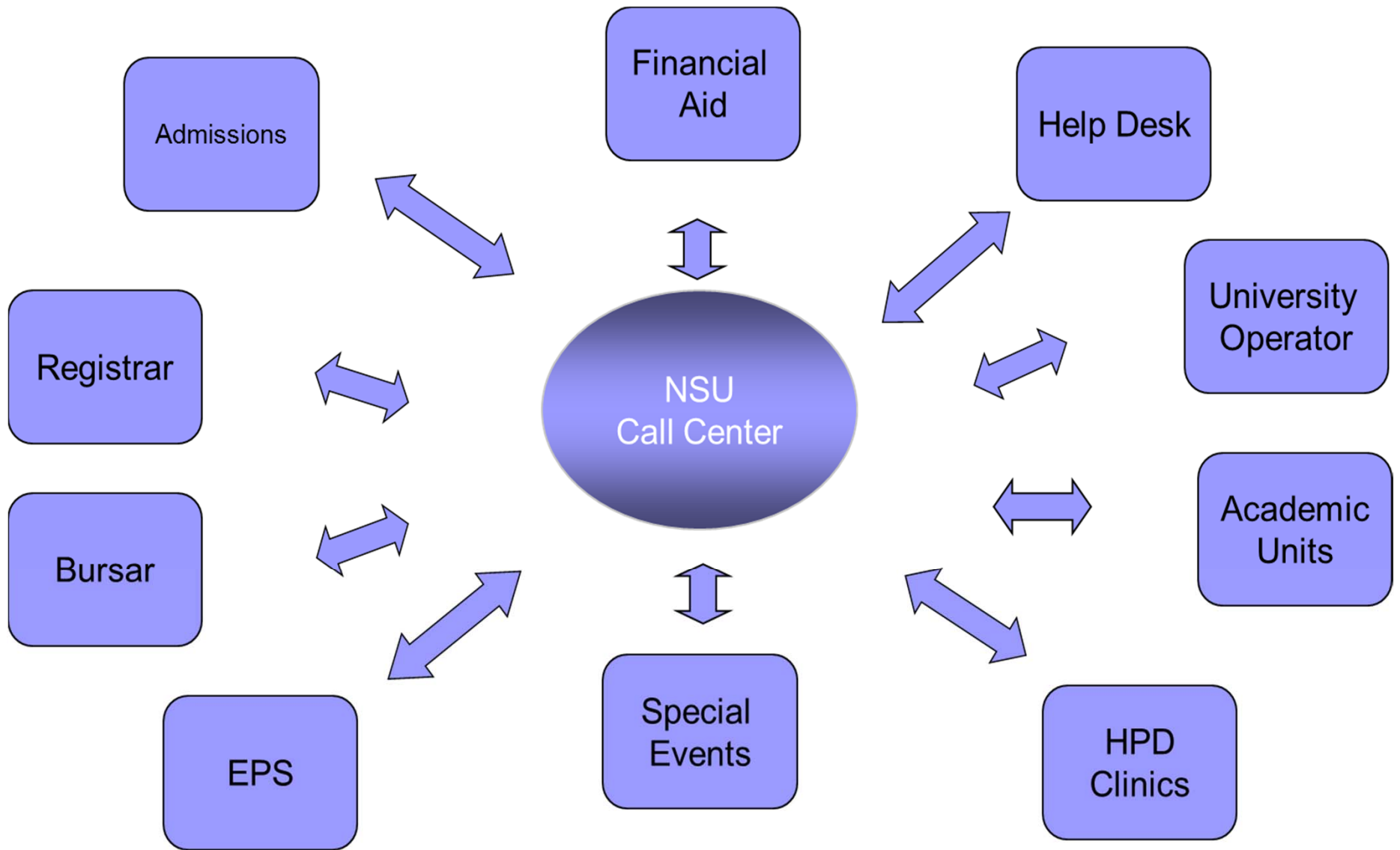
# Contact Information

Contact	Phone Number	Internal Extension
University Operator	(954) 262-7300 or 800-541-6682	27300
Registrar	(954) 262-7200 or 800-541-6682, ext. 27200	27200
HPD Admissions	(954) 262-1101 or 800-541-6682, ext. 21101	21101
Financial Aid	(954) 262-3380 or 800-806-3680	23380
Bursar	(954) 262-5200 or 800-541-6682, ext. 25200	25200
Student Health Insurance	(954) 262-4060 or 844-990-1800	24060
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	24100
Dental Clinic	(954) 262-7500	27500
Optometry Clinic	(954) 262-4200	24200
Psychological Services Center	(954) 262-5730	25730
NSU CARE	(954) NSU-CARE or (954) 678-2273	N/A
Employee Health and Wellness Clinic	(954) 262-VIPS (8477)	28477
Student Medical Center	(954) 262-1262	21262





# Inbound Calls to the UCC

## Admissions Calls

### *Graduate and Professional Programs*

- Abraham S. Fischler College of Education\*
- Health Professions Division Admissions
- College of Nursing
- College of Engineering and Computing
- Halmos College of Natural Sciences and Oceanography

**NOTE:** \*Calls handled by the University Call Center (UCC)

Monday – Friday, 2:00-10:00 p.m. and Weekends 8:30 a.m.-5:00 p.m.



# Inbound Calls to the UCC

## **Student Service Calls** *University Wide*

- University Operator
- Registrar's Office
- Financial Aid Office
- Bursar's Office



# Inbound Calls to the UCC

## Health Care Clinic Calls *Medical*

- Schedule appointments
- Take messages
- Contact physicians
- Provide general clinical information
- Transfer to specific clinical staff



# Inbound Calls to the UCC

## Health Care Clinic Calls

### *Dental*

- Provide general information
- Take initial contact information to be added to Davie Dental wait list
- Confirm appointment dates and times
- Transfer to specific clinical staff



# Inbound Calls to the UCC

## Health Care Clinic Calls

### *Optometry*

- Schedule appointments
- Provide general information
- Transfer to specific clinical staff



# Inbound Calls to the UCC

## **Health Care Clinic Calls**

### *Psychological Services Center*

- Provide general information
- Take initial intake information
- Transfer established patients
- Provide date/time of scheduled appointments



# Inbound Calls to the UCC

## Health Care Clinic Calls *NSU Care*

- Handle calls for disciplines handled by University Call Center
- Transfer and provide extension for any HPD disciplines not handled by the University Call Center





# Inbound Calls to the UCC

## Help Desk Calls

*Students*

*(Prospective, Current, and Alumni)*

- SharkPass
- Online Course
- General Technology



# Email Correspondence

Inquiry Type	Email Alias
NSU Info	<i>nsuinfo@nova.edu</i>
Registrar	<i>registrar@nova.edu</i>
Financial Aid	<i>finaid@nova.edu</i>
Bursar	<i>bursar@nova.edu</i>
HPD Info	<i>hpdinfo@nova.edu</i>
Help Desk	<i>help@nova.edu</i>

# 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



# Managing UCC Resources

## Workforce Management

- 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
- Customer Service and quality assurance
  - Quality Process
  - Soft Skills



# Managing UCC Resources

## Training

- Targeted, based on specific needs
  - Trends found through quality
  - Updates/New processes
  - Monthly In-service sessions
  - Refresher trainings





# 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)

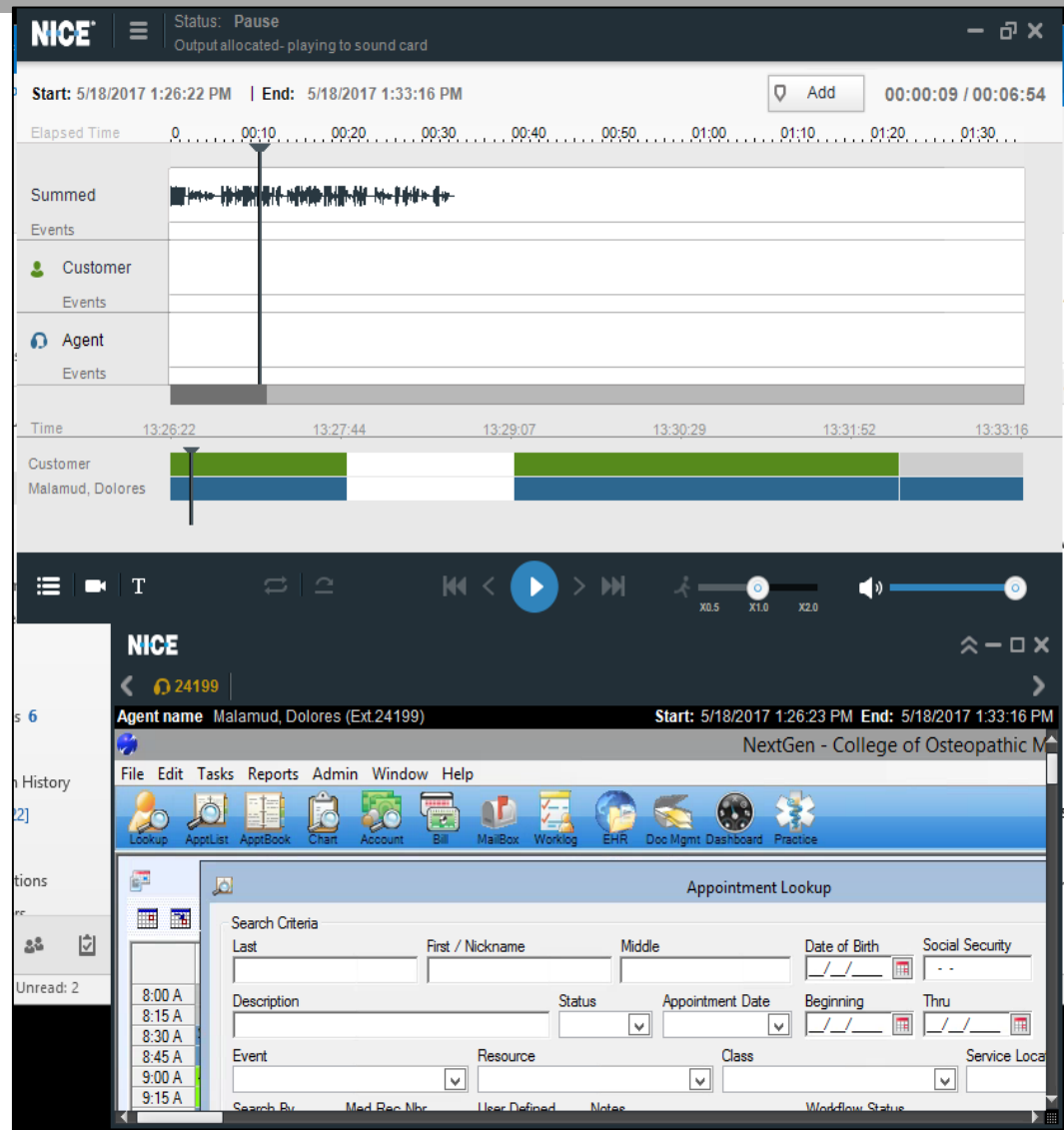
- State-of-the-Art Call Management System for Tracking
  - Call Management System (CMS) tracks performance statistics for all UCC representatives



# Technology

## NICE

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



# Incoming Call Volume

Month	2016	2017
January	52,311	48,896
February	42,214	37,794
March	46,778	45,763
April	45,679	40,596
May	49,676	52,478
June	42,577	52,706
July	44,370	53,157
August	59,553	67,597
September	39,574	30,843* <small>Natural Disaster</small>
October	35,192	43,350
November	34,050	36,897
December	33,076	32,694
<b>Total</b>	<b>525,050</b>	<b>542,771</b>

# Call Center Features and Benefits

- All calls are recorded
- Quality Control Process
- Forecasting
- Holistic Approach
- Experienced Customer Service Representatives
- Bilingual Assistance





*“Innovation  
is a core  
ingredient  
of success”*

*- Author Unknown*



# Contact Information

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