

Connection Direction

Trusted Experts in CX and AI Excellence



WE PUT CONTACT CENTERS ON THE DEANS LIST FOR CX

HIGHER EDUCATION

Transforming the Academic Experience

In today's higher education landscape, the communication and the contact center is a critical communication hub for engaging with full-time, part-time, and online students. Connection Direction Inc. specializes in delivering exceptional contact center solutions for colleges and universities. Our expertise helps institutions maintain seamless dialogue and address the needs of their diverse academic communities.



How We Help

- **Enable** your team to work seamlessly from your office, their home office, or their dorm rooms while maintaining a real-time connection with supervisors and colleagues.
- **Engage** with students on their preferred channel—voice, email, web chat, SMS, video, WhatsApp, or Facebook Messenger.
- **Allow** students to find answers to their questions at their convenience using intuitive intelligent virtual agents (IVAs) and self-service.

OBJECTIVES

A major university faced challenges during and post the Covid-19 pandemic as they encountered significant challenges in student communication and technology implementation. The sudden shift to remote learning and social distancing measures disrupted traditional methods of student engagement and support. During our engagement our team and the university uncovered inefficiencies in their communications and phone system, such as high costs, unmet needs, and complex management processes. The university's mission is to transform their operations through a customized cloud solution. university aimed to overhaul their operations with tailored cloud solutions

SOLUTIONS

Connection Direction carried out an extensive evaluation of the universities provider's communication requirements, business objectives, and IT infrastructure. Through a collaborative approach, Connection Direction recommended and facilitated the move to a cloud-based communication system. This strategic transition to the cloud highlighted several advantages, including cost savings, scalability, flexibility, and improved communication capabilities.

OUTCOMES

Streamlined Transition to the Cloud with Measurable Results

The Contact Center transformation was central to the unique model and with superior reach, efficient enrollment and administration, and collaborative competency-based education, the institution stands out. With our teams help the migration process to the cloud and contact center was simplified and streamlined, ensuring a smooth migration process and meaningful measurable results.

Notable Metrics: 20% Improvement Call Response Times, +38 Net Promoter Score Improvement, FCR 85%, Agent Turn Over Rate 23%, CSAT 84%

Ability to Coach at the Desk or Work from Home

The university's contact center transformation enables agents to work from any location, whether on campus, from home, or remotely. By leveraging cloud technology, the institution increased agent retention is crucial in college contact centers, and our approach focuses on providing the process, experience, and training that keep agents engaged and committed throughout their entire four-year journey until graduation.

Productivity Gains Through Omnichannel and Tighter Integrations

The transition to the cloud-based solution provided the University with a more manageable phone and contact center system. Tailoring communication to meet the individual needs and preferences of students helps in creating a personalized experience. Utilizing voice, email, web chat, SMS, CRM systems and analytics to understand student behaviors and preferences can improve communication effectiveness.

Comprehensive Performance with Actionable Insights

Higher education contact centers thrive on actionable data. Effective management begins with measurement. We optimize and enhance real-time oversight, maintain compliance with standards, and forecast advisor demand. Our approach includes coaching advisors, optimizing schedules for remote agents to align with their class schedules and academic success, and providing hands-on training and support for administrators, students, and agents. This ensures enjoyable roles, successful interactions, and long-term retention throughout their academic journey.

Enhancing Communications for Universities and Colleges

For Current Students: Connection Direction Inc. makes it easy for universities to engage with current students across their preferred channels –whether voice, SMS/text, email, web chat, video, or social apps. Through the seamless integration provided by our team and partners, students can access essential information and services effortlessly, creating a smooth, student-centric experience that supports their academic journey.

For Alumni: We understand the importance of maintaining strong ties with alumni. Connection Direction Inc. ensures that communication with graduates is not only effective but also meaningful. Our solutions enable universities to reach alumni through their chosen channels, fostering continued pride and engagement with their alma mater and offering opportunities to stay connected with the institution's evolving community.

For Staff: Our strategic communication campaigns extend to university staff, ensuring they receive timely and relevant information on the platforms they prefer. Connection Direction Inc. helps institutions manage efficient, targeted outreach to staff, enhancing their connection to the university's mission and making them proud to be part of a prestigious educational community.



Empowering Students with Self-Service

At Connection Direction, we specialize in implementing, training, and optimizing self-service features tailored for the higher education institutions, Universities, Colleges, and Online Learning. With our refined process ensures that every university and student receives the highest standard of support. We are dedicated to empowering universities to provide seamless, efficient services that enhance the student experience and streamline administrative processes.



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