

Higher Education Company

Opportunity

U.S. Department of Education rules mandate that for-profit higher education institutions ensure program transparency, such as providing students with a clear understanding of education financing and excluding admissions personnel from being compensated for sales practices. For one for-profit higher education company, merely complying with regulations has never been enough.

With a charter to continuously strive to improve student retention and the overall student experience, the company is determined to effectively monitor, adapt, and evolve the way it interacts with its large student population. But, it needed the ability to better understand the challenges its students face and to take a more proactive role in coaching them through the ups and downs of balancing work and after-hours education.

To help gain more valuable insight from its student interactions, the company implemented Verint® Recording™ and Verint Speech Analytics™. Verint was chosen based on its strong partnership with the company's ACD vendor and the value of its unified, analytics-driven solution.

Deployment provided the company with valuable call recording, as well as a robust means for capturing, analyzing, and acting on the voice of the customer. However, the company lacked the internal resources to take full advantage of all the software had to offer, minimizing its ability to drive impactful change for the betterment of the student experience.

Solution

"In our wealth of student-related information, we knew we had a powerful catalyst of change to improve how we do business," said the director of business process improvement at the higher education company. "In Verint Speech Analytics, we knew we had a robust tool to harness the information. We just needed someone to help us bridge the gap."

That "someone" was Verint's speech analytics experts, whom the higher education company engaged with via a managed services arrangement. The goal was to more specifically understand what speech analytics could do for the organization and how to best apply it to measure and improve the student experience.

"Although we knew speech analytics was not difficult to use, we felt that, given our resource constraints, it was best for our business to leverage Verint's expertise," notes the director. "This would not only give us initial insights into the student experience that we could use to start adapting our processes, but also help us justify the dedication of a speech analytics resource."

* At the time of implementation, these solutions and services were offered under the Verint Impact 360® brand.



Customer

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Industry

Education



Solutions

Verint® Recording™
Verint Speech Analytics™
Verint Speech Analytics
Managed Services™*



Region

Americas



Results

- Gained quantifiable strategic and tactical data to substantiate and address issues and opportunities with regard to the student experience.
- Supported the student experience by analyzing the content and timing of certain student interactions, enabling the availability of the right resources at the right time in the student lifecycle.
- Reduced student frustration by determining the root causes of unresolved calls due to transfers and adapting underlying call transfer processes.
- Identified opportunities to improve student retention.

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“All call center disciplines can greatly benefit from Verint’s speech analytics and the insight the solution provides.”

– Director of Business Process Improvement

Verint Speech Analytics experts built call categories and conducted a series of call studies around call drivers (why students were calling) and call experiences (what was happening to them when they did). In addition to deep-dive root cause analysis, the Verint team used trending and categorization capabilities to identify “quick hit” opportunities.

The team used the Verint Speech Analytics’ patented audio indexing and categorization technologies to create a Complete Semantic Index™ of a large sampling of the higher education company’s student interactions. The software’s TellMeWhy™ functionality helped identify potential underlying root causes for specific calls.

Results

Verint Speech Analytics raised awareness around specific types of conversations occurring between students and staff and, more important, when in the student lifecycle these interactions were occurring.

Armed with quantifiable insight around the specific conversations taking place and when, the company is now able to get the right resources into the student lifecycle at the right time to address a variety of issues and inquiries, subsequently helping to improve the student experience.

“With speech analytics, Verint was able to statistically demonstrate the context and content of important interactions within the overall student lifecycle and, from this, the impact on the student experience,” explained the director.

“Before, our insight was anecdotal, making it challenging to justify changes to existing processes.”

Another finding showed one group within the company reporting that it was transferring calls that were then going unanswered. Meanwhile, the group receiving the transfers indicated that it was, in fact, answering the calls.

Through Verint Speech Analytics, the company learned that many of the transferred calls ended up in voicemail. Therefore, while the calls were classified as answered, student issues or inquiries remained unresolved, which reduced first call resolution, increased repeat calls, and added frustration to the student experience.

The company now routes the calls in question to queues where the next available agent can address the student’s need, and the overall call experience can be more effectively measured and analyzed. Also, the company is already taking aim to use the Verint solution to further help optimize first call resolution in the future.

Perhaps most promising, leveraging a turnkey model developed by a Verint consultant to help ensure success, the company is training a speech analytics resource to enable it to continue to extract transformational intelligence from student interactions in the future.

“If there is one overarching thing we learned, it’s that there is so much more we can do with the tool,” the director concludes. “All call center disciplines can greatly benefit from Verint’s speech analytics and the insight the solution provides.”

Verint. Powering Actionable Intelligence®

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Americas

 info@verint.com

 1-800-4VERINT

Europe, Middle East & Africa

 info.emea@verint.com

 +44(0) 1932 839500

Asia Pacific

 info.apac@verint.com

 +(852) 2797 5678

 verint.com

 twitter.com/verint

 facebook.com/verint

 blog.verint.com

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