IT Helpdesk – The New Student Experience Redesigned

Chris Eske
IT Help Desk
Support Services
Did you know?

23% of students ages 18 to 20 indicated that technology help was their most negative experience at college.

Source:
Joint UPCEA/Blackboard Survey of 1,080 students ages 18 to 35.
Millennials/GenZ Communication Preferences

- **70%** would be *more* comfortable solving their problem without talking to someone.
- **50%** say that their smartphone is more important than their computer.
- **40%** would prefer purely online customer service.

41% say that they would be “truly satisfied” if they could use text messaging to connect.
Mobile Chat/Text Capabilities
Lifecycle Services by Blackboard

- Millions of students served
- 1,000+ coaches
- 500+ institutions
- 7 million interactions per year
- 90+% satisfaction rate
24/7/365 Support

- 24/7 Virtual Support
- Live Chat & Self Help Tools
- Text and Social Media

Content as a Service
Analytics & Student Engagement Reporting
Continuous Improvement

Contact center locations: Somerset, KY, Killeen, TX, Greenville, SC and Manila, Philippines
Increased expectations and demand doesn’t always mean increased resources, so the institutional workload pays the price.
Closing the Service Gap

Typically, there are two options...

Do It Yourself

Partner
DIY Cost of Ownership

**One-Stop Staff / Advisors**

**One-Stop Technology Costs**
(CRM, Retention, Ticketing, Integration, Portals)

**One-Stop Infrastructure Costs**
(Telephony & Telecom, seat licensing, hardware, overhead)

**Leadership & Oversight**
(Management, Quality, Workforce Management, Training)

**Human Resource Cost**
(Recruiters, HR Professionals, Contractors, Overtime)

**Multiple Success Metrics**

- Student Satisfaction
- Customer Effort Score
- Cost per Student Contact
- Financial Aid Awareness & Utilization
- Operational Effectiveness & Efficiency
- Staff Utilization/Productivity
- Seasonality of Demand
Human Resource Challenges

- **Hiring & Retaining of Staff**: Recruiting and retention difficult to manage due to lower wage labor force.
- **Budget Pressure**: Limited ability to increase advisor pay and retain top talent.
- **Seasonality**: Hiring ramp and decline during peak periods.
- **Cost Controls**: Salary expenses vs. outsourced operating expenses.
Partnership and Outsourcing Considerations

Critical attributes:

- Round the clock access to trained and certified advisors
- Necessary support including management, training, and quality
- Complete accountability for your brand and reputation
- Best-in-class safe guards to secure records and data
- Robust technology infrastructure with full visibility and self-service
- Scalable, viable, and stable operations that can respond to your needs
Added Value of Partnership

- Trusted partner with experience in call center operations and management for 10+ years
- Cost control with ability to dial back on services vs. fixed staffing expense
- Rigorous quality assurance, plus industry benchmarking against performance metrics/trends

<table>
<thead>
<tr>
<th>Proven Model for Student Support</th>
<th>Hardware &amp; Maintenance</th>
<th>Telecom &amp; License Fees</th>
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</thead>
<tbody>
<tr>
<td>Seasonality &amp; Ongoing Recruiting</td>
<td>Continuous Improvement</td>
<td>Management &amp; Training</td>
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Included in Proposed Solution
Support Overview

**Student/Faculty/Staff Support**
24x7 End user support services through phone, email, and chat for access issues, troubleshooting and course availability.

**Ticket Management**
Full incident management via Blackboard’s SmartView™ system

**Self-Service**
Reduces call volume by offering in-application, contextual self-help articles

**Customer Satisfaction**
Measured via after call survey as well as Email outreach

**Reporting and Insight**
An enhanced level of insight into end user problems, service levels and customer satisfaction through activity dashboards

**Customized Knowledge Management**
Our consultants will work with our content management team to build your external and internal knowledge base

**Partner with IT & Instructional Design Teams**
Analyze and report on the student and faculty experience to the onsite teams in order to improve and develop training resources.
SmartView

- Scalable 24/7/365 solution
- Integrated system data
- Incident Management
- Multi-channel & self-services delivery
- Increased Satisfaction
- Improved End-User Experience
- Faster, more accurate service

One-Stop Advisors or Staff

Students & Faculty

Advisor Desktop
Ticketing system
Self-Help

Data Integration
Data Portal

LMS
SIS
CRM

Institutional Data Systems
Responsive Self-Service

How can we help?

Search by phrase or keyword

Help Articles
Browse self-help articles on admissions, financial aid, academics and other needs

Track My Progress
View the status of your admission, registration, financial aid or student account

Password Reset
Reset your Password

Contact Us

Welcome to Monument University
Fill your student ID and your zip code please?

10:46: My student ID is 123456 and my zip code is 20001

10:46: Thank you. You are all set. You will be receiving an email with a link to enter your new password shortly. Is there anything else I can help you with today?

10:46: No, that would be all, thanks again

Visit Quick Start Guide: Internet

You are chatting with a bot (SmartBoxID)
## Tier Support

<table>
<thead>
<tr>
<th>Added Value</th>
<th>Tier 2</th>
<th>Faculty Support</th>
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<tbody>
<tr>
<td>Inbound/Outbound Calls and Ticket Management</td>
<td>✔</td>
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<td>Remote Desktop Support</td>
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<tr>
<td><em>Utilizes web-based tools and programs to identify resolve tickets</em></td>
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<td>Ticket Escalation Review/Resolution</td>
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<tr>
<td><em>Takes action on all Tier 1 escalations to identify resolution</em></td>
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<td>QA/Coaching Support</td>
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<tr>
<td><em>Supports quality assurance, submitting coaching requests</em></td>
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<td>Knowledge Base Content Updates</td>
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<td><em>Proactively maintains and enhances knowledgebase articles by identifying trends</em></td>
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<td>Advisor Training Support</td>
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<td><em>Content Updates</em></td>
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<td>Outbound Faculty Customer Satisfaction</td>
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<td><em>Follow up on faculty requests to ensure resolution</em></td>
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<td>Scheduled Faculty Appointments</td>
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<td><em>Appointments scheduled through web-based application</em></td>
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<td>Reporting and Analysis</td>
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<td><em>SLA performance, faculty trends &amp; analysis, customer satisfaction</em></td>
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Faculty Scheduling
Scheduling Tool

Please select a time you would like to receive a call from our Blackboard specialist who can assist you with your issue or questions.

Click on any time to make a booking.

Time Zone: USA, Eastern

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In-Application Support for Learn
Advanced Analytics and Reporting

- Average Speed to Answer (SLA: 120 seconds)
- Average Handle Time
- Percentage of Calls Handled
- Tier 1 Resolution (SLA: 85%)
- Email/Web Ticket Response Time (SLA: 1 Hour)

- Resolution Rate
- Email/Web Ticket Response Time

- Customer Satisfaction

- Tickets by Category
- Tickets by Ticket Origin: 1533

Service Desk - Phone Call
Email
Georgetown ONLY
Service Desk – Web Ticket
Service Desk - Live Chat
Organizational Effectiveness Metrics

**Performance Metrics**

- **00:30**
  - Service delivery wait-time

- **89%**
  - Satisfaction scores

- **91%**
  - First-call resolution rates

**Question 1:**
“Was the advisor able to solve your issue or provide the appropriate next steps?”

**Question 2:**
“Using a satisfaction scale of 1 to 5, where 5 is most satisfied and 1 is least satisfied rate your satisfaction received from today’s call.”

**Student Satisfaction Surveys**

![Graph showing satisfaction scores and first-call resolution rates over time]
Total Cost of Ownership

Accompanying detailed excel model with custom inputs and assumptions

Apples-to-apples comparison of outsourcing vs. central management

Customized assumptions based on preferences

Examines help desk calls annually with region specific salary assumptions
Implementation Methodology Overview

- **Kickoff/Planning**
  - Identify engagement teams
  - Assemble project resources
  - Review support scope
  - Identify program risks (internal and external)
  - Deliver project plan and timeline

- **Requirements/Data Gathering**
  - Outline and collect required documentation and knowledge relative to scope
  - Streamline and update processes
  - Determine technology needs
  - Analyze support volume

- **Design/Development**
  - Compile and refine knowledge base
  - Design, configure, and implement technology (CRM, Telephony, Reporting, Access)
  - Generate forecast and staffing plan

- **Testing/Sign-off**
  - Review knowledge base and sign-off
  - Test technology and sign-off
  - Execute staffing plan
  - Review training and deliver

- **Go Live**
  - Launch support services
  - Transition to account management team
  - Deliver marketing and communications materials

- **Support/Maintenance**
  - Conduct 360 degree feedback (30/60 day review)
  - Report delivery and performance monitoring
  - Deliver account management plan

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**Timeline Phases**

- Kickoff/Planning
- Requirements/Data Gathering
- Design/Development
- Testing/Sign-off
- Go Live
- Support/Maintenance
First 60 Days

- **New Hire Advisor Training**: Complete initial new hire training content build out and advisor training.
- **Advisor Certification**: Complete advisor certification, test calls and go live.
- **Knowledgebase Build Out**: Based on call types the Knowledge Base is refined after go live with additional processes and key word searches.
- **Learning Client Specifics**: Updating our processes, content and coaching to focus on key client specifics.
“Thanks to Blackboard, we are no longer a “just in time” institution; we are now forward thinking in the way we are planning, and focusing on our future. It’s a nice place to be.”

AVP, Online Operations

*Stephanie Johns-Hines*, Cowley Community College