CX Assurance - Ensuring a Highly Reliable University Clearing Process and Optimal User Experience

Challenge

Life for Universities has become increasingly challenging. Full tuition fees of £9250 were increased in 2018 adding to the already intense competition between Universities to ensure that the best candidates are recruited to their school. The "Clearing Process" is one of the key ways the Universities ensure that they can recruit their target number of new students.

Some Universities report that they handle more calls over the clearing and confirmation period than they do during the rest of the academic year combined. One University reported dealing with nearly 59,000 calls in the first week, of which over 34,000 calls were taken on the first day. Universities are keen to ensure that not a single call from a potential student is lost during this highly competitive annual Clearing period. Internal audits by a University have identified lost or dropped calls as a major contributing factor to them missing out on prospective students. These missed calls are estimated to have cost millions of pounds of potential funding.

To handle this high-volume call traffic, the majority of Universities have started to invest in contact centre technology to route, control and report on calls during this short-term period. Prior to this high call volume, contact centre technology services can be implemented to pre-test the systems by simulating the call load that the contact centre solution will be subjected to during the Clearing process.

The Solution

Nectar's CX Assurance, which comprise Nectar's Advanced CX Testing and Monitoring Solutions, can easily and proactively pre-load the University's telephony network and Interactive Voice Response (IVR) system to its maximum capacity with hundreds/thousands of simulated calls to gain early insight into any potential issues.

Reports driven by CX Assurance make it possible for the University IT/Telecom professionals to troubleshoot issues, highlight trends in applications and pinpoint where issues may occur in the future and remediate them before the fact.

How We Do It

The results of the simulated calls are monitored in real-time and have the ability to compare the calls with a reference script. If the outcome of any of the calls experience a breach in threshold or failure, then a notification is dispatched to the IT/Telecom team. The failure notification indicates the exact location where the malfunction occurred. A recording of the complete call can assist in fault resolution enabling the testing team to hear exactly what the incoming student's call would have experienced. This makes it possible for the University communications network to be ready and available to withstand the pressure during the high-volume Clearing process.

The Benefits

Nectar CX Assurance helps to ensure confidence that the University's communications environment is ready to take on the significant number of critical calls made during the Clearing process. The load testing service allows the University to test the environment at a convenient and proactive time identifying any issues that may negatively impact this sensitive and significant Clearing process operation. In summary, CX Assurance provides a high-quality experience for the prospective student, protects the reputation and brand of the University and ensures the University is meeting the high expectations of today's technology-advanced students.

For more information...

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