

Contact Centers in Higher Education



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The Uniqueness of Higher Education Contact Centers

Higher Education has very little need for traditional contact centers – where rows of agents wearing headsets process large volumes of calls. Even so, there are opportunities at every college or university where contact center technology can be used to improve the student experience, streamline administrative processes, increase sales for bookstores and ticket offices and support fund raising campaigns. To accomplish these goals, contact centers in higher education have a unique profile that influences both practices and communications architecture.

Casual Contact Centers

Collegiate contact centers are typically “casual” or “informal” – characterized as small groups staffed by representatives for whom answering the phone is not necessarily their primary job function.

Some of the representatives are staff members who have a wide range of tasks and responsibilities in addition to answering the phone. These individuals must be enabled to work on projects, attend meetings and carry out other duties that take them away from their desk and, therefore, their phone.

Other contact center representatives are part-time students and volunteer workers who help out during a specific project or event but are not permanent staff. The very transient nature of this group requires more frequent training to develop efficient use of applications; and, those individuals often handle only the front line of contacts requiring less experience or expertise to provide caller assistance.

In addition, these representatives reside in small departmental groups that are spread throughout the campus. Each group typically numbers just a few staff members, but when aggregated, the combined groups comprise a significant contact center – enabling the school to take advantage of economies of scale to provision these groups with advanced technology, improving efficiency and effectiveness.

Seasonal Workload

Administrative, auxiliary and academic offices around the campus all experience fluctuations in demand for services. Administrative offices experience unparalleled call demand at the beginning of a semester; large admission-paid events cause a spike in call volume for ticket offices; annual fund raising campaigns create a whole contact center group that may not exist at other times of the year; and other campus events can create additional contact demand for departments, such as the audio-visual help desk or the campus bookstore.

Technology can enable transitory expansions of the various contact center groups to handle these fluctuations – whether the answer is to enable others in the department to answer calls or to bring in additional, temporary workforce members to supplement permanent staff.

Contact Center Usage in Higher Education

Use of contact center technology accomplishes unique objectives for the various types of departments and organizations found around a campus.

Administration & Student Services Offices

The administrative offices of a campus are often the “face of the campus” not just to currently enrolled students, but also to the outside world – to prospective students, parents and visitors – all of whom represent potential customers. As a consequence, the handling of calls to these offices can impact the experience of a current student and influence the decisions of prospective students. Both of these represent potential revenue to the campus – the goodwill of the existing student may eventually influence future monetary donations, and the decision of the prospective student will determine whether their tuition dollars help fund this institution. Therefore, customer service here may have a direct relation to “the bottom line”.

Contact center opportunities exist in a number of administrative offices, including:

- Registration & Records
- Admissions
- Bursar
- Financial Aid
- Continuing Education

As a semester begins, administrative offices can be overwhelmed by phone calls from students trying to make adjustments in courses and schedules, complete requirements for financial aid or settle into a residence hall. Administrative offices aren’t staffed to handle this call volume, which results in back up. Callers wait on hold for long periods of time; students vent their frustrations to administrative personnel when their call is answered, other frustrated callers leave irate voice messages. No one wants to be the staffer who has to handle a frustrated student or respond to voice mail from an infuriated caller.

The quick answer – “add more staff!” – is usually impractical, but there are ways to utilize contact center technology to effect changes that allow the department to respond to the demand of their resources.

First, the campus can provide answers to Frequently Asked Questions through Interactive Voice Response (IVR) scripting or can redirect callers to their web site for that information. This can help to decrease the overall call volume handled by the administrative staff.

In addition, it takes more time and resources to handle callers during periods of long wait times. Callers are likely to get frustrated and hang up – to call again at a later time. This ties up communications resources twice – once for each call. So getting to the caller on the first call not only improves customer service, but it also improves cost effectiveness. Queue announcements can be used to encourage callers to continue to wait – including providing an estimated wait time or the number of callers currently ahead in the queue.

Some campuses hire temporary student workers to help process the calls during the busiest times. With some quick training on the applications that deliver phone calls, e-mail and web chats, these students can handle the “front line” – providing basic information, executing simple requests, while enabling experienced staffers to take care of more pressing or complex business.

Alternatively, the campus can designate most or all of the phones in a department for contact center capabilities. On each phone or desktop, a display should inform the individual of the number of calls waiting and the time that the longest call has currently waited. This information notifies other department members that the call volume is increasing and enables them to login and take calls until the volume starts to subside again. Where departments can collaborate, the contact center application can be designed to deliver calls to an alternate department in the case of extreme call volumes. This enables a department or group that is potentially less busy at that moment to help take care of the callers waiting for assistance.

Finally, in instances where the combined efforts of all available resources are still insufficient to handle fluctuations in call volume, contact center applications can provide the statistics to support and defend the request for additional staff.

Auxiliary Services

Auxiliary Services often represent revenue opportunities for the campus. Customer service for these departments will impact whether a student or campus staff member continues to do business on the campus or whether they decide to take their business elsewhere. These services include:

- Student Housing
- Athletics
- Events
- Bookstore
- Food Service / Dining

Contact center capabilities for these organizations enable staff members to be attentive to callers while being productive at other job responsibilities. Staffers can even use their on-site mobile phones to handle calls while away from their desks.

Callers who don't receive an immediate answer can listen to messages recorded specifically for the organization they are calling – so callers to the bookstore can hear about special promotions while callers to athletics can hear about upcoming games and tournaments. These announcements help to keep the caller on the line and introduce opportunities for future business.

Self-service applications enable students, faculty and staff to interact with these organizations without requiring real-time communications such as a phone call or web chat. Inventories and ticket availability can be checked in a web application. Moreover, queries that aren't time-critical can be e-mailed to the organization, allowing the individual processing the queries to handle the e-mail when real-time communications aren't pending.

Fund Raising

Tuition and tax dollars (for public schools) are typically inadequate to fund all of the campus projects and operations planned for any year. Effective fund raising therefore becomes a necessity. Contact center capabilities can support those departments and organizations that carry out fund raising campaigns, including:

- Development
- Alumni Office

Depending on the level of the campaign and the target list, a fund raising drive could be staffed by student volunteers or by paid representatives. In either case, effectively soliciting a donation depends on relationship-building. The campus representative making the call establishes a common bond – shared goodwill for the school – and a rapport with the person they have called – alumni or other benefactor. Engendering good feelings about the campus and the projects targeted for funding can increase the donation level, so it is worth the time to connect with the prospective donor and “sell” the projects slated to receive donations from the campaign.

To facilitate resource management and calling accuracy, outbound contact center applications automate the process of dialing through a list of potential benefactors. The application can also present existing information to the representative, enabling them to skip the task of information collection and begin relationship building as soon as the call is connected.

Help Desks

Numerous areas around the campus employ information technology – and therefore also have a help desk where users, whether students, faculty or staff, can call for help. These help desks include:

- Information Technology (computers and networking)
- Audio/Visual Services (projectors, displays, microphones)
- Resource Scheduling

These help desks may be manned by a single individual with extraordinary trouble-shooting skills or may consist of a group of experts using software to help analyze problems. Contact center capabilities can help even when the number of staffers is small through queuing the callers and evenly distributing calls to the available staff.

Interactive Voice Response (IVR) applications can off-load some calls to a Help Desk by addressing Frequently Asked Questions. Good candidates for IVR handling include any question that has a well-defined answer, including questions such as:

- How do I reset my password?
- How do I print to a specific printer?
- How do I load a new application?
- How do I access the campus wireless network?

Because calls to help desks are, by nature, likely to be time consuming, the organization should consider offering callbacks as an option for callers. It enables the caller to keep their place in queue without having to listen to queue announcements while they watch time tick away on the clock. The caller can go on to other tasks and will receive a call from the help desk when their place in the queue comes up.

If a service condition occurs, the Help Desk is typically inundated with callers. Using contact center technology, a quick change to the queue mode will instantly provide information to callers in queue as well as new callers letting them know the situation is in the process of being corrected. This frees up the Help Desk staff to fix the problem faster when they are not interrupted with telling callers they know the problem exists.

Where help desk staffers are providing telephone support, their actual location becomes negotiable. Remote agent capabilities enable these staffers to effectively work from their offices – either their campus offices or their home offices – receiving calls on an IP-enabled soft-phone and trouble-shooting with a high-speed data connection.

Some situations require hands-on assistance. The help desk representatives may need to be mobile to diagnose computer or network problems in person or to troubleshoot AV equipment problems in the classroom. For these individuals, mobile agent capability enables them to use an on-site mobile phone to take help desk calls while being available to roam the campus.

Health Services

Campus health care centers provide a range of services to students, including urgent care, preventive care, wellness programs, mental health programs and pharmacy services. The objective is to promote the student's physical and emotional well-being to support their academic and personal endeavors. Contact center capabilities can support student interaction with campus health services in several ways, including:

- Appointments
- Automated and staffed help lines
- Telephone Counseling

An automated attendant is ideal to provide students with a single number to call for health services while making all of the individual services quickly available.

A primary option from the automated attendant should be appointment scheduling. By connecting the caller to a representative with the appropriate application patients are able to establish and confirm an appointment at the campus health clinic.

Outbound contact center technology can be used to place calls to patients with appointment reminder information. This technology can also be used when appointments must unavoidably be cancelled to notify the patient of the cancellation and then transfer them to a representative to reschedule the appointment.

Automated and staffed help lines can provide basic health care information to callers. This self-service capability, enabled by an IVR, enables callers to access information on common ailments and self-treatments as well as health and wellness information. When a qualified professional, such as a nurse or physician's assistant, operates this type of help line, they can also help evaluate whether the student needs to make an appointment.

Telephone counseling can be a very valuable tool for students. College is a time where students are challenged in entirely new ways. Students who concern themselves with pivotal thoughts or feelings need access to resources where they can obtain help and advice. Telephone access to counselors can be enabled with contact center capabilities, distributing callers to available counselors. Use of Remote Agent capabilities can enable the counseling service to engage an on-call counselor away from the campus. It assures that all calls are directed to a counselor and avoid placing troubled callers in queue.

Ten Key Contact Center Capabilities

1. Contact Routing for Multimedia Contacts

Multimedia contact centers enable students, prospective students and other customers to interact with campus offices in the media type of their preference – phone call, e-mail or web chat.

Students and prospective students always have the option of placing a phone call to the office they need to contact. However, with multimedia capabilities, their options are multiplied. They can send questions that aren't time-critical via e-mail and then retrieve an e-mail response at a later time. Students accessing the web site or the campus portal can establish a web-chat over their existing Internet connection. In addition, regardless of the type of media they choose, each student can receive the priority attention they deserve.

Many campuses may offer tickets to athletic and cultural events for sale over the Internet. Potential customers for these sales include members of the community in addition to students, faculty and staff of the school. One phenomenon seen all too often in electronic sales transactions is customers abandoning their shopping carts just prior to or at the time of check-out. Providing an extra opportunity to have their questions answered just at that time by offering a web chat capability can decrease the number of abandoned shopping carts, increase the number of completed sales and simultaneously provide opportunities for personnel in the ticket office to offer better seats and to point out other upcoming events for which tickets are available.

For offices taking calls from existing students, faculty and staff, contacts can be routed based upon a campus identification (ID) number. It enables the call to be routed, along with caller information from a student or employee database, to the most appropriate representative. For prospective students or other customers, the caller's Automatic Number Identification (ANI – typically the caller's phone number) can be used to route the call, to access database information if it is available and to set a priority for the contact if appropriate.

2. Response Library and E-mail Auto-Response

A knowledge-base library contains responses to frequently asked questions as well as fragments of information that can be used to construct a complete response to an inquiry. Use of these pre-defined entries can simplify the representative's job and can significantly speed the process of creating responses.

One useful element to store in the knowledge base library is a response to be automatically delivered to the sender of a message to set their expectation for when their inquiry may receive attention. When an e-mail is received, the multimedia application should automatically reply with a message acknowledging receipt and committing to a personalized response in a specified timeframe. When a campus can set this expectation, then they have a much greater opportunity to meet that expectation – and met expectations translate into customer satisfaction.

3. Screen Pop

When a caller can be identified by either campus ID or by phone number, database information for that caller can be presented in a pop-up window to the representative simultaneous to receiving the call. This screen pop eliminates the time historically required for a representative to collect key information from the caller and access the database, thus improving productivity. When the call is going to a revenue generating office, it increases the number of calls that can be taken and the revenue potential. In addition, screen pops improve accuracy by requiring less information to be input for each transaction.

4. Queue Announcements

It is unfortunate but almost inevitable that some callers will wind up in queue waiting to talk to a campus representative. However, with queue announcements we can encourage them to stay in queue, offer other contact options and provide useful information, making the time in queue seem perceptibly shorter.

A caller in queue is using campus resources – ports in the communications infrastructure, IVR resources, and potentially long distance resources if a toll-free number is made available. If this caller becomes frustrated with the wait, hangs up and calls back later, then the campus pays for twice as many resources for that one caller. The campus can help avoid this situation by providing information to the caller. An estimate of how long they may be in queue or approximately how many calls are waiting ahead of them sets the expectation for the caller. They are much less likely to “abandon” their call while waiting in queue, unless the information prompts them to immediately decide to call later. In either case, the campus only pays for the caller to wait in queue one time.

Queue announcements can also provide alternatives for callers. It’s not uncommon to hear a reference to a web site while waiting in a queue. A mention of live assistance through web-chat could encourage some callers, especially students of the millennial-generation to check the web site for the assistance they need. For personal assistance over the phone, an alternative to having callers wait in the queue is the callback capability, discussed below.

Custom messages played to callers can be varied to assure that the information offered will be of interest to the caller. Callers to the athletic ticket office can be offered information on upcoming games and tournaments, news highlights regarding the school’s sports program or even the school’s fight song. Meanwhile, callers to administrative offices could be offered information on upcoming schedules, registration procedures, financial aid deadlines and graduation requirements.

5. Callback

Callback can help improve caller satisfaction – or at least lessen caller frustration. In addition, callbacks decrease indirect costs and direct costs. Indirect costs are associated with the ports required to keep calls in queue. Direct costs are reduced as the campus does not incur toll charges for the time the call remains in queue awaiting an answer. This feature offers to return the call when an agent becomes available, thus preserving the caller’s place in the queue, but allowing them to address other tasks while waiting and reducing the resources required to support the waiting call. Callers can be offered a return call at the time when their call would normally have been answered, or they can be offered the opportunity to request a callback at a specific time.

When a caller elects to receive an immediate callback, they enter their telephone number and leave a brief message. When a campus representative is available, they are presented with information on the callback including the message left by the caller. The system then automatically dials the number (no mis-dials!). If the call is not completed, it can be retried several times to make a best-effort to assist the caller.

Scheduled Callback is a variation which allows callers to request a call from a campus representative at a given time. This feature brings a new level of flexibility to the immediate callback feature, allowing callers to determine interactions with the campus based on their personal availability.

Internet Initiated Callbacks allow callers to request a callback from a campus representative while browsing the campus Web site. Requests for callbacks will be placed into queue with voice calls. When a representative becomes available, a screen pop with collected caller information and URL information will be presented and the call will be dialed.

6. Flexible Agent Assignments and Agent Statistics

Flexible agent assignments can enable administrative offices to expand the personnel available to take calls during peak activity times. There are two methods to accomplish this objective – one through process and one through technology.

For the process solution, any individual who could potentially take calls is established as an “agent”. At normal times, only those whose primary job function includes answering incoming queries login to the contact center application. As call volume increases, additional personnel can login to take calls and relieve any backlog; then logging off again when the call volume decreases. A unified communications (UC) enabled desktop application for agents simplifies this process. It allows agents to easily view the information that they need, such as the amount of calls in queue and the longest waiting call duration, through a desktop client. Additionally, it provides the added benefit of Presence which allows agents to view status of everyone in the organization and enables agents to dynamically login as needed.

For the technology solution, again, any individual who could potentially take calls is established as an “agent”. The contact center application is programmed to send calls to back-up personnel only when certain thresholds are met – the number of waiting callers or the longest time any caller has currently waited. Application programming can also assign groups of back-up personnel to take calls in different situations or at different times. The benefit of this technology solution is that it tends to respond more quickly and reliably to spikes in the call volume than an individual watching the current call statistics.

The display of contact center statistics can facilitate the process of managing extraordinary call volumes. Statistics such as the number of calls in queue, the time the longest call has waited and the number of individuals currently taking calls can be displayed on desk phones. This information can also be posted in a display window on their desktop computer or on a wall-mounted display. Therefore, any person in the office can see when thresholds are passed and can help process calls during the busiest times.

7. Automated Attendant and Campus Directory

The Auto-Attendant provides call routing capabilities for the campus. This is the familiar situation where the caller hears a greeting message and is given up to ten options to begin directing the call – for example, “For Administrative Offices, press 1, Health Center press 2, Library press 3, Athletics press 4, Recreational Sports press 5, Directions to Campus press 6, Campus Security press 7”.

Auto Attendant options can be processed several ways: play an automated message, transfer to an extension number or contact center, or further qualify with additional prompts.

Automated messages, provided by an Interactive Voice Response (IVR) system can provide answers to the most frequently asked questions – such as directions to the campus or where visitors can park on campus. By off-loading these inquiries, busy attendants and other campus representatives can have more time to provide assistance to other callers.

When an Auto-Attendant option represents more than one department – such as Administrative Offices – additional routing can be effected, again using numbered options. In this way, calls can be delivered appropriately and directly to various departments under the heading of Administration.

The Auto-Attendant can also collect the student, faculty or staff ID and forward to the campus representative answering the call. This information can be delivered on the representative’s phone or in the screen pop to allow the customer’s profile to be accessed while the representative is greeting the caller.

Speech recognition adds a new dimension to the Auto-Attendant by providing a friendlier interface to the Auto-Attendant and enabling callers to speak their option selection rather than pressing digits on their phone.

The investment return on speech recognition is most quickly realized when the campus directory is speech-enabled. The largest percentage of calls to an attendant is typically internal calls requesting to be transferred to another internal destination. By enabling the campus directory to be accessed through speech recognition, attendants can spend more time providing personal assistance to outside callers. The campus may also require fewer total attendants to handle the call load once a speech-enabled directory has been implemented.

8. Mobile and Remote Representatives

Contact center technology can easily be blended with wireless technology to enable campus representatives to become mobile. Librarians can walk into the stacks to look for information; help desk staffers can be reached while providing in-person computer repair; bookstore personnel can walk around the store to check stock on an item; recreational staff can be available while visiting the campus intramural fields.

Some contact center areas around the campus can take advantage of “Remote Agent” capabilities – enabling individual representatives to be accessible from locations on-campus but away from their primary office or from locations off-campus. For instance, help desk staffers can often be effective anywhere they can access the campus network and their trouble-shooting applications; counseling staff members typically need only a phone connection and perhaps connection to the campus network.

The ability for one of these staff members to receive calls in any location enables additional coverage to be provided for areas where it can be difficult to predict workload. It also provides greater flexibility for staff members to work from the most effective location. Moreover, it assures that critical help lines can remain open regardless of any campus closure – whether scheduled or unplanned.

9. Outbound: Preview and Power Dialing

Outbound contact center capabilities can improve the efficiency and effectiveness of a fund raising campaign. Automating the dialing process improves dialing efficiency and accuracy, speeding the calling process and reducing the amount of time spent on wrong numbers. When integrated with a database of historical donations, it can also increase the effectiveness of the campus representative placing the call – streamlining the process of collecting information on the potential donor and enabling that representative to immediately begin the solicitation process.

Because campus giving campaigns depend on establishing and building the relationship with the potential donor, limiting the amount of time spent on each call may not be of paramount importance. So, traditional predictive dialers, both complex and expensive, may not be the best option for campus campaigns. Instead the campus should consider either preview dialing or power dialing capabilities.

Once a campus representative becomes available for the next call, preview dialing enables that individual to preview the information regarding the next call prior to the placement of that call. A single button press then typically causes the system to dial the call. Power dialing is similar, but automatically dials the next call immediately when the representative becomes available, displaying the preview information at the same time.

As part of automating the dialing process, the outbound contact center application tracks the success of each dialed number and will apply rules to continue to try to connect to a number after it has been found to be busy or unanswered.

10. Self-Service Applications (IVR and Web)

Additional efficiencies can be realized by transferring some tasks to self service applications enabled to work over IVR or web interface. Good candidates for self service are those which integrate a user interface with data in various campus databases – student records, personnel records, library services, campus resources, etc. Users can then access and work with distributed content from a single interface.

Self service opportunities on a campus include, but are not limited to:

- admissions and registration processing and status
- health and medical database information
- meeting locator
- order status for ticket purchases
- order status for bookstore special orders
- password reset
- time sheets and time tracking
- benefits administration

Self-service applications can be made secure by establishing the strongest possible authentication and identity management measures. Single sign-on and identity management applications accomplish this objective by enabling the user to login to multiple locations through a single login manager with a single unique password.

Because a single password is significantly easier to remember than a list of passwords meeting varying requirements for varying applications, this capability pays for itself within just a few months by virtually eliminating calls to the help desk to report a lost or forgotten password and have the password reset.

When evaluating applications for potential self-service implementation, the campus should evaluate not just the cost savings but also the improvement in customer service by enabling students, prospective students, staff and community members to access service options and connect to records, information and services when it is most convenient for the individual.

Factors for a Successful Implementation

The single factor most likely to influence successful implementation of contact center technologies is early and comprehensive planning. Planning must be established to meet the objectives set by the campus for the contact center. These objectives may be designed around productivity and efficiency, customer satisfaction, financial impact or other business considerations.

Once the objectives are understood, detailed attention must be paid to numerous essentials including call flows, queue announcements, and overflow treatment (thresholds and destinations). Issues to consider include:

- What should happen to a call if a representative is not available? Do you play an announcement? Do you offer a callback? Do you place them in queue?
- How many callers in the queue are too many? What action should be taken when the queue gets too full?
- What length of time is too long for a caller to have waited? What announcement should be played? What action should be taken?
- Who can be available to take calls when needed?
- What happens to a call if the representative has walked away from their desk without putting their phone in “break” mode?
- What happens to a call when everyone has left for the day?
- Should a caller ever be offered the option to leave a voice mail? If so, who will return the call? How soon will the call be returned? (Be sure to set the expectation of the caller!)

Processes and procedures for handling call volumes must be defined and published. Along with these details, the roles and responsibilities within the organization must be assigned to facilitate smooth implementation of the organizational processes. Once processes have been established, they should be monitored to assure they are working smoothly and to identify areas for potential improvement.

Training is required for campus representatives handling either incoming or outgoing calls to understand the features of the contact center application and become proficient at processing calls within the application. Training may also be required on the campus applications or databases integrated with the contact center technology.

Statistics and reports keep the administrators of the contact center application informed regarding the state and the status of the contact center. This information includes the number of calls received or placed, the length of time callers waited in queue, the number of calls that were queued at any given time and the length of time the call was active with a campus representative. This information can be combined with call results to measure effectiveness, cost savings and/or increased revenue.

The addition of contact center capabilities to a campus communication system may cause other departments to think of new opportunities for enhanced contact handling. Systems that are scalable and modular enable the campus to implement contact center capabilities with a phased approach and enable support of new requirements and opportunities when they arise.

Although contact center capabilities cannot expand or replace staff, the statistics available on the contact center performance can be used to substantiate requirements for additional staff.

As a last reminder, campus representatives taking calls with the assistance of contact center applications bear little resemblance to traditional contact center agents. Their primary responsibility is likely to be something other than efficiently processing a stream of incoming phone calls. To facilitate their success, ‘keep it simple’. Use phrases in simple English to describe contact center actions; assign contact center feature capabilities to single buttons on individuals’ phones.

With attention to planning and design, contact center capabilities can support efficient, effective campus communications while improving the caller’s experience.

Conclusion

Many areas around a campus can effectively utilize contact center capabilities. Even though campus departments don't resemble formal contact centers, they can realize significant benefits from contact center technology:

- **Streamline and simplify administrative processes** – utilize IVR technology to automate directory assistance, answer common questions through help lines and complete administrative transactions.
- **Improve caller satisfaction** – distribute calls and e-mail to a broader base of people through high volume periods to improve response time; route the call to the right person the first time with auto-attendant and caller information; reduce caller frustration and wasted staff time from calls being transferred to the wrong person.
- **Improve staff productivity** – utilize the latest multi-media contact management applications (voice, web-chat, and e-mail) with database integration to handle inbound customer calls efficiently, spread the call load evenly across available agents and streamline outbound calling to potential benefactors; provide statistics to alert staff of sudden changes in call volumes.
- **Increase donations** – take advantage of these outbound contact center capabilities to boost call volume and effectiveness which in turn increases donations.
- **Increase revenues** – make the most of these technologies to open new multi-media channels for auxiliary services.
- **Lower operating costs** – take advantage of tools to cut call handling time and costs, quickly distribute callers to the next available person, keep the caller in queue through the use of automated messages and announcements, offer callbacks to reduce queue resource usage and streamline call flow and work flow tasks.
- **Support campus's high-tech reputation** – attract “millennial generation” students with the latest in communications technology.

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