



INTERACTIVE INTELLIGENCE™

Deliberately Innovative

Case Study

Contact Center Automation

Enterprise IP Telephony

Enterprise Messaging



Massey University Graduates with Interactive Intelligence

About Massey University

Throughout its 82-year history, first as a college and then as a university, Massey has played a defining role in the development of New Zealand through its contribution to land-based industries, distinctive mix of internal, distance and international teaching, commitment to innovation, and close links with business and the community.

Massey University is New Zealand's only national university, with three campuses in the North Island and a distance learning program that delivers university qualifications to all parts of the country and around the world. About 4500 staff service Massey University's 35,000 students based at Albany, Manawatu and at Wellington, as well as distance students. It also has the highest number of postgraduate students in New Zealand.

Today, Massey University provides the broadest range of undergraduate and postgraduate programs in New Zealand with more than 100 degrees, diplomas and certificates on offer. The University is characterised by the pursuit of excellence and an emphasis on social responsibility, innovation, collaboration and partnership. Its culture embraces diversity, talent and performance. It is also the 10th largest user of information and communications technology in New Zealand. Managing the contact centre in such an organisation is no mean feat.

www.massey.ac.nz

The Challenge

As part of its aim of being responsive to the needs of each and every student, Massey University has an ongoing strategic priority to optimise its organisational capability and capacity. In terms of its National Contact Centre (NCC) the organisation's frontline in student communications, this long-term strategic priority has recently resulted in the requirement for a fundamental technology overhaul.

The impetus for change came from the rapid growth of the NCC from its foundation 10 years ago as a single channel inbound call centre to a multi-channel inbound/outbound National Contact Centre. The NCC had outgrown the functionality offered by its previous core technology, which could only process the voice channel and was reaching the end of its operational life.

As Tina Hilliam, Contact Centre Manager, Massey University, explains, "We had very old siloed technologies and needed a platform to automate what we were doing in our contact centre in order to provide a platform for sustainable growth. Our systems were very manual and were no longer able to handle more than 600 emails a day along with web chats and text messages which we were receiving, let alone the large volume of phone calls and faxed communications.

"The stability in the previous Nortel Symposium system just wasn't there and we were also challenged as the physical infrastructure was unable to provide the dynamic capability required for proactive communications with students. At the same time we were using basic spreadsheets for staff rostering which was inefficient and open to misrepresentation." Massey University required a platform to integrate all forms of contact, including telephone, email, web chat and fax.

The Solution

As part of a comprehensive tender process Massey University evaluated a selection of vendor offerings.

This resulted in the selection of Customer Interaction Centre® (CIC), an IP-based contact centre automation software solution from Interactive Intelligence which

Summary

Customer: Massey University



Headquarters: Palmerston North NZ

Industry: Education

Challenge: Be responsive to the needs of all students; provide an automated contact centre system with added functionality, manage high volume multi-channel interactions (voice & data), a platform for sustainable growth.

Solution: *Customer Interaction Center® (CIC)*, an IP-based contact centre automation software solution from Interactive Intelligence which provides multi-channel contact centre automation and enterprise IP telephony functionality for customer-focused and interaction-intensive organisations.

Product Replaced: Nortel Symposium

Benefits:

- Agents can handle over 5000 interactions per day
- Cost-effective and easily managed multi-channel system.
- Consistent and responsive service to student enquiries
- End-to-end reporting and quality monitoring
- Ability to apply pre-recorded agent greetings
- Ability to predict staffing requirements



provides multi-channel contact centre automation and enterprise IP telephony functionality for customer-focused and interaction-intense organisations.

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“Unlike CIC, which runs on a single platform, many of the proposals we reviewed were significantly more complex, carried a strong probability of high ongoing costs, and involved a significant amount of custom application development. These hybrid solutions offered less interoperability and more effort in terms of management,” says Hilliam.

At the same time, Hilliam and her team felt that Interactive Intelligence could easily integrate with the organisation’s existing IT infrastructure. “Some of the alternative suppliers involved deploying seven different servers. This would have resulted in a requirement for seven different operating systems and in time seven different software upgrades,” said Hilliam.

CIC’s standards-based, single-platform architecture is designed to eliminate the cost and complexity introduced by stand-alone products. Its all-software architecture eliminates the need for costly voice boards and fork-lift upgrades. In addition, it offers scalability to meet the needs of organisations as their requirements grow and provides incremental application licensing for cost-effective growth.

At the same time, it includes cost-effective disaster recovery, eliminates multiple points of failure for increased reliability and provides multi-site, location-independence. “We chose CIC because it offered a converged, single-platform applications architecture, which meant a simpler and more cost-effective way to deliver and manage multi-channel customer contact services. CIC seemed to provide a more mature multi-media contact centre capability than the other vendors,” says Hilliam.

The Benefits

With deployment having been a seamless exercise, CIC’s all-in-one platform handles all types of the one million university contact centre communications per annum including inbound and outbound calls, faxes, e-mail, web chat and customer-defined interaction types. It now services the main campus numbers and gives the contact centre agents a cost-effective and easily managed multi-channel system for consistent and responsive service to student enquiries along with end-to-end reporting and quality monitoring.

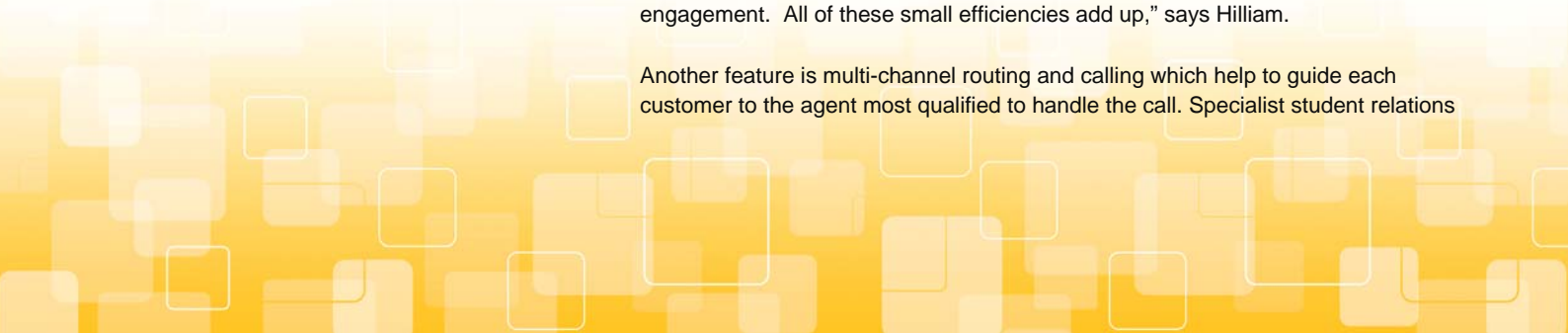
“With CIC we’re able to communicate with our market of 35,000 plus students, 4,500 staff and the general public in ways not possible with a traditional contact centre solution.”

“As Interactive Intelligence handles all existing common channel communications on the one system, we can generate any interval or daily reports and monitor the service levels instantly across all blended channels of service which we are providing to our customers, including students, alumni and the local and international community,” says Hilliam. The university’s agents can now handle around 5000 interactions per day while reporting functionality also enables the university to research customers which helps the university plan for the future.

Another attractive feature has been the ability to apply pre-recorded agent greetings. Hilliam explains “traditionally call openings were monitored as part of our quality assurance checks and now through CIC this is automated. Our customers receive the same consistent greeting throughout the day whether on the 0800 queue for agents processing 90 calls per day or telephonists processing on average 700 calls per day. This is one of the key features staff appreciated and a week after going live, staff were commenting that they never want to go back to the old days of manually greeting every caller.”

“Each new distance student, that’s more than 6000 students a year, receives a welcome call made extremely efficiently through the use of the predictive and preview dialers. This neat technical feat has huge benefits for new student engagement. All of these small efficiencies add up,” says Hilliam.

Another feature is multi-channel routing and calling which help to guide each customer to the agent most qualified to handle the call. Specialist student relations





consultants can take on average 90 interactions per day and handle complex questions with the assistance of screen pops and access to a database of frequently asked questions. The system integrates with a Microsoft SQL database and into the university's overall customer relationship management platform.

Additional mini work groups have also been established which can handle specific enquiries in distinct areas such as course advice and planning, financial assistance, and help with accommodation. One common database enables agents to search for all information and immediately locate an agent most qualified to handle the call. Around 80 per cent of calls are handled through the main contact centre at Palmerston North but Hilliam has also established virtual contact centre groups in Auckland and Wellington.

In addition, Interactive Intelligence has provided the university with a common umbrella for SIP-based switching, outbound/blended dialing; multi-channel quality monitoring; workforce management; interactive voice response; e-mail response, knowledge management and business process automation. These applications have effectively been deployed and managed across multiple sites and are available to users regardless of location.

"Quite simply we have gone from a horse and cart to a Ferrari," says Hilliam. "With CIC we're able to communicate with our market of 35,000 plus students, 4,500 staff and the general public in ways not possible with a traditional contact centre solution. CIC is a nice technology for our staff to work with. It has allowed us to concentrate on the quality of our conversations rather than constantly reviewing blended queues to meet service levels, as the automated intraday queue management takes care of this."

Another heavily used feature is call back functionality, commonly known as virtual on hold. "We didn't actually specify the requirement for this but CIC came with it as a matter of course. Rather than queuing at times of heavy demand callers can choose the call back option and be confident that their call will retain its priority, which in turn reduces anxiety which they may have," says Hilliam. "Many students say they are delighted that they can be doing something productive until they receive the call back from the University, rather than holding in a conventional queue."

Massey University can now effectively manage the student 'customer' dynamic and measure specific enquiries regardless of channel which then assists with the organisation's ability to respond to the ever changing needs of our customers.

The university deployed workforce optimisation, which is used to predict staffing requirements based on historical data so that the right staff with the right knowledge are available at exactly the university's right moment of need. This may include peak times of contact during enrolment, examination results and graduation as well as proactive outbound communications activity.

"From a strategic perspective, Interactive Intelligence is part of a technology roll out to enable Massey University to become internationally regarded as one of the top 20 universities in the Asia Pacific region. At the same time, it will help the organisation become an integrated multi-campus university, strongly connected with industry and communities," says Hilliam.

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INTERACTIVE INTELLIGENCE™

Interactive Intelligence offers unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging, based on our open standards, all-in-one software suite. More than 3,000 organizations worldwide currently benefit from our premise-based and hosted solutions, which include value-added services for software, hardware, implementation, consulting, support and education.

At Interactive Intelligence, it's what we do.

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