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HIGHER EDUCATION CASE STUDY SESSION

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Public Sector Industry Solutions Manager, RightNow

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Business Analyst, University of Minnesota



Agenda

- ▶ Higher Education Multi-Channel Contact Center Benchmark Report
- ▶ CRM at the University of Minnesota
- ▶ Q&A

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HIGHER EDUCATION CONTACT CENTER BENCHMARK REPORT

Lisa M. Sherwin Wulf

Public Sector Industry Solutions
Manager



Method

- ▶ The RightNow Multi-channel Contact Center Survey consists of 42 unique data points across multiple communication channels.
- ▶ More than 300 organizations participated in the survey across a number of industries including: Software, Finance, Education, Manufacturing, Telecom, Customer Goods, Retail, Customer Electronics, Media, Government, Travel, Entertainment, and more.

Key Findings of Multi-Channel Contact Center Benchmark Report

- ▶ More than half say their average cost per call is \$6 or less.
- ▶ More than half state that their average email response time is 12 hours or less.
- ▶ The majority says their chat agents handle one to three chats simultaneously.
- ▶ The majority say that only 10% of contacts coming into the contact center represent an up-sell or cross-sell opportunity.
- ▶ 44% do not have a formal mechanism for collecting feedback.
- ▶ Most have only 1 person developing content.

44.38%

of organizations DO NOT have a mechanism for collecting feedback

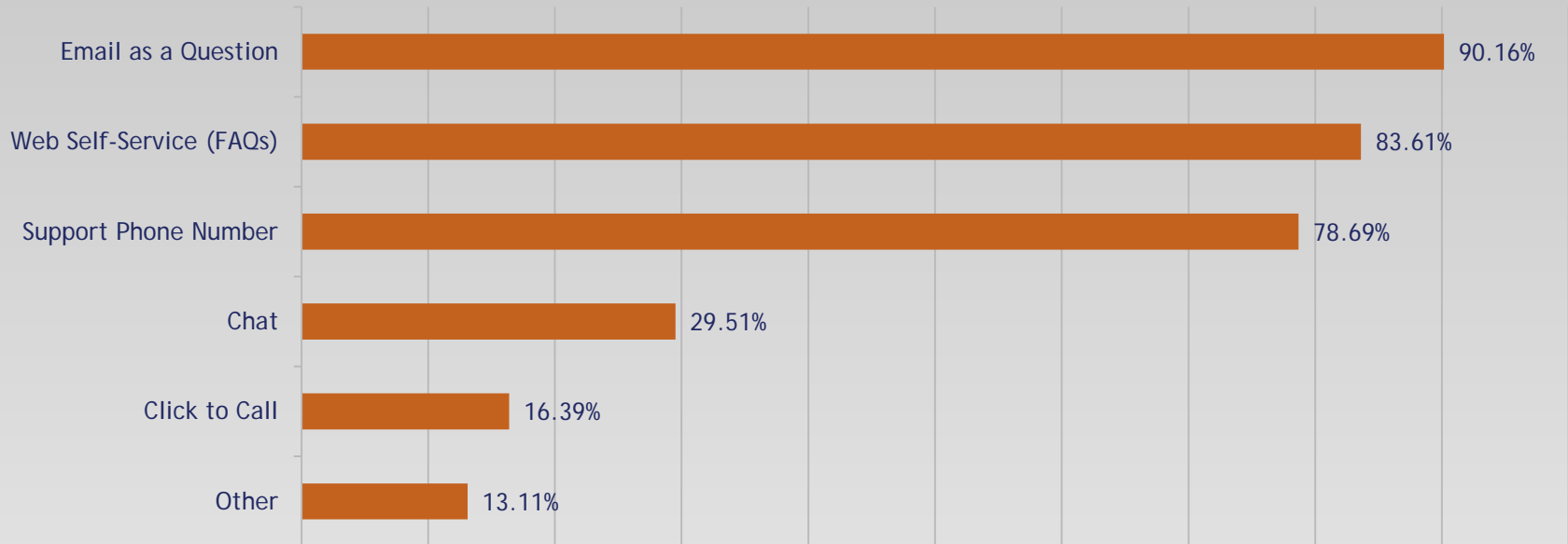
**\$6 OR
LESS**

56% of respondents have a cost per inbound call of \$6 or less

1 TO 3

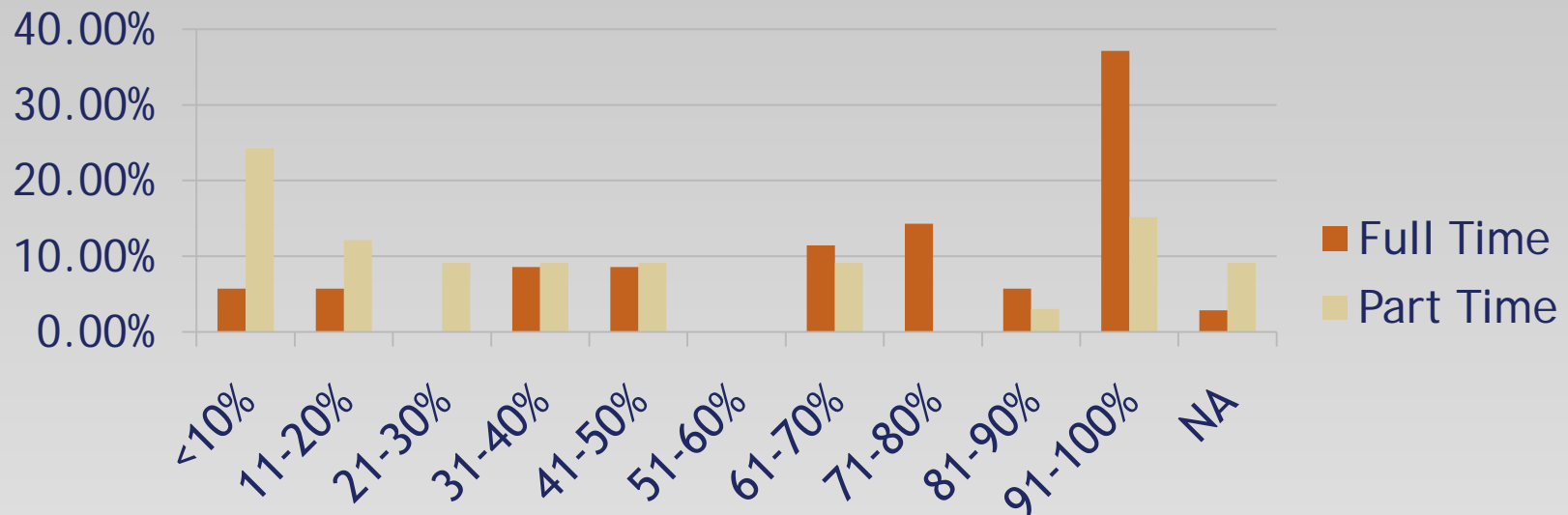
84% of respondents say their agents handle one to three chats simultaneously

What features are offered on your website?



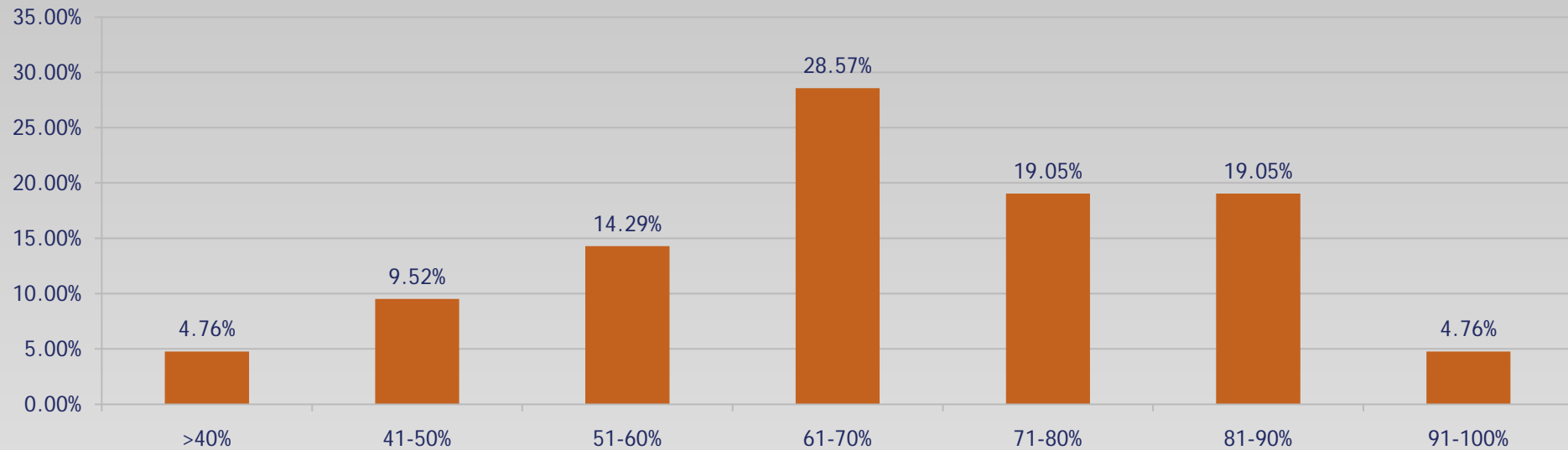
- The most common features offered on an institution's website are found to be an email option, their support phone, and a web self-service or FAQ option.

Of your total number of agents how many are full time? Part time?



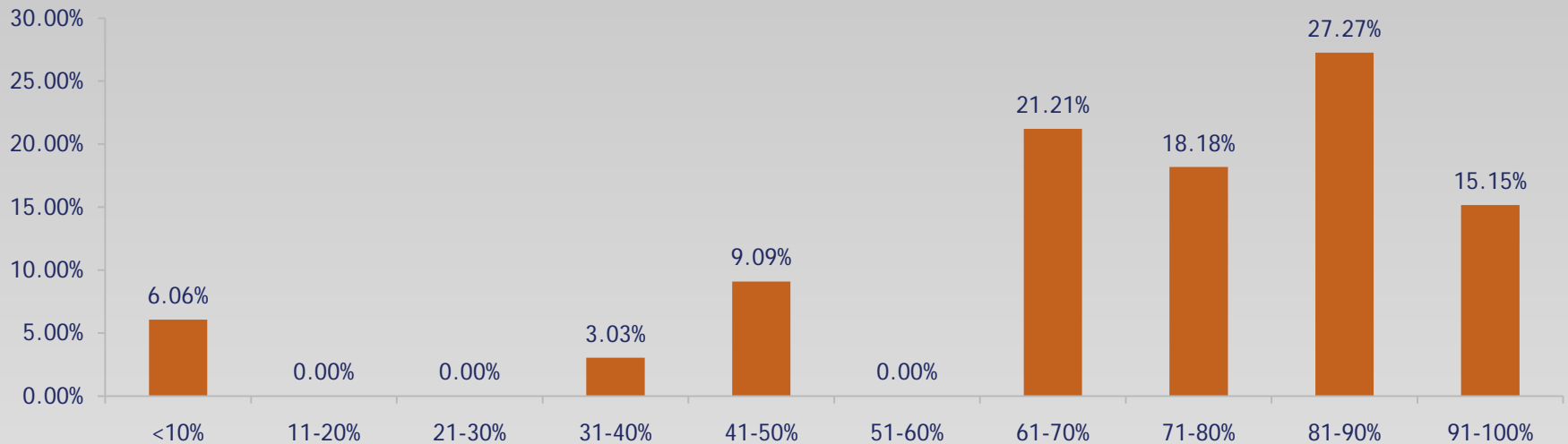
- Over one third of the respondents from this survey staff between 91-100% of their agents in full-time positions in the contact center.
- 15% of the respondents from this survey staff between 91-100% of their agents in part-time positions in the contact center.

What is your average occupancy rate?



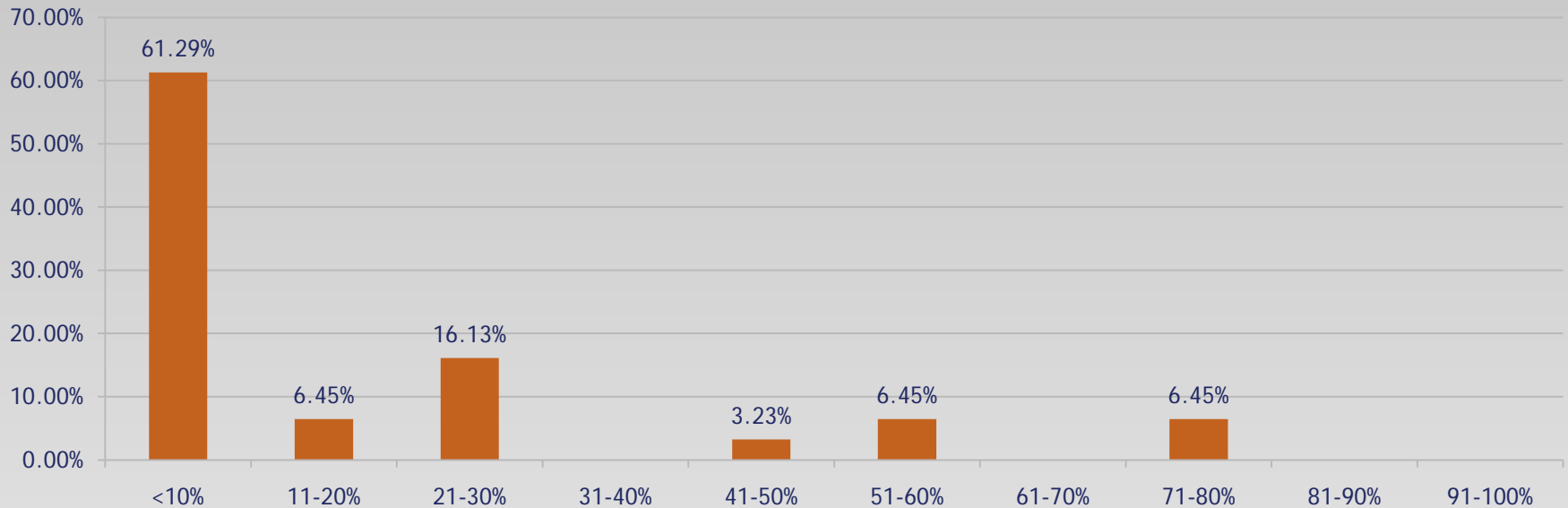
- The majority of respondents to this survey have an average agent occupancy rate greater than 60%. Having a high agent occupancy rate typically means that a contact center is operating efficiently.

What is your current adherence to schedule?



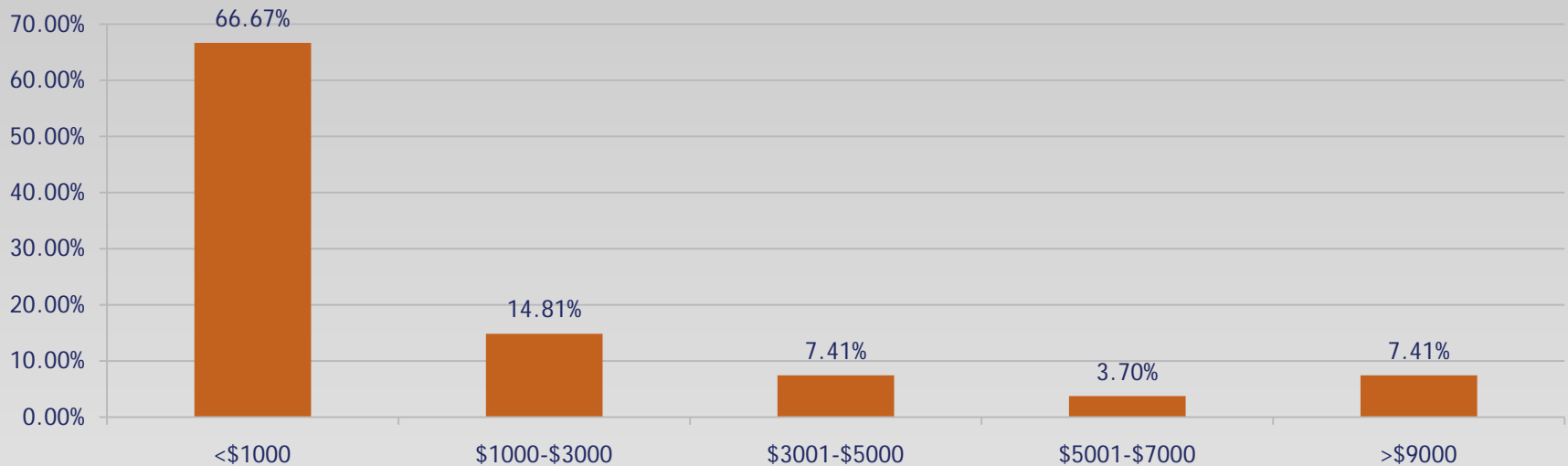
- 60% of agents have a schedule adherence over 70%

What is your Average Agent Turnover Rate?



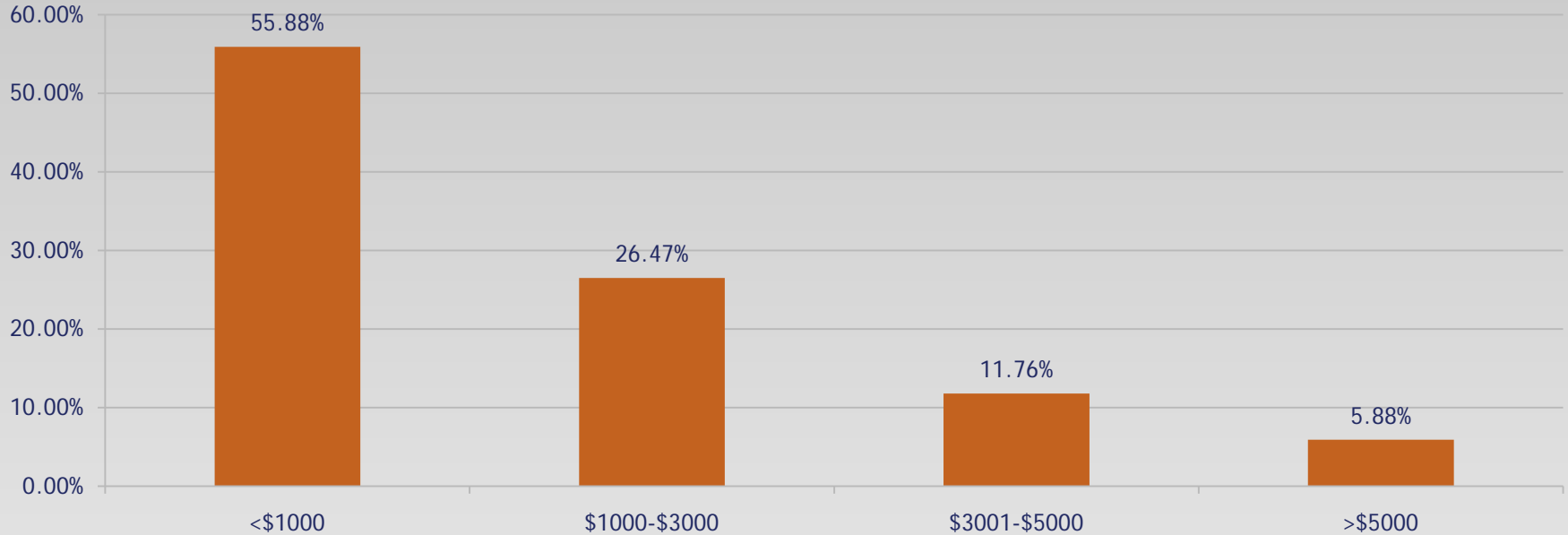
- Two-thirds of the respondents to this survey have an agent turnover rate that is less than 10%.

What is your average cost to hire a new agent?



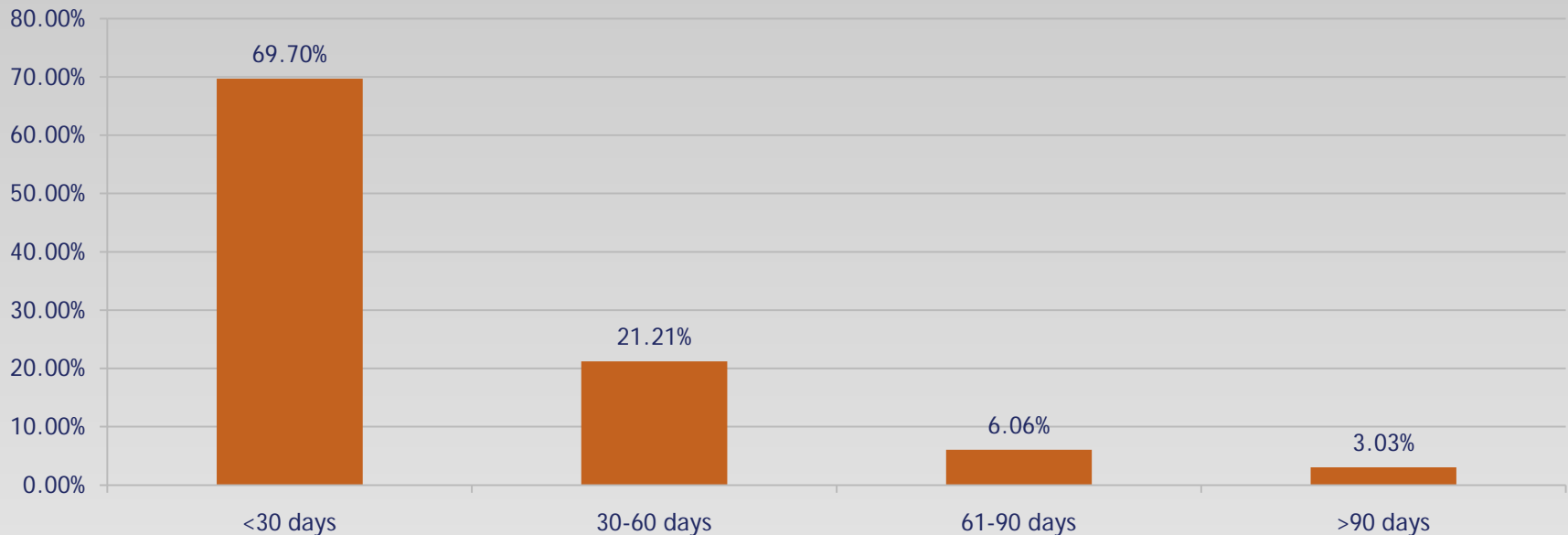
- A majority of the respondents to this survey stated that their average cost to hire was less than \$1000.

What is your current cost to train an agent?



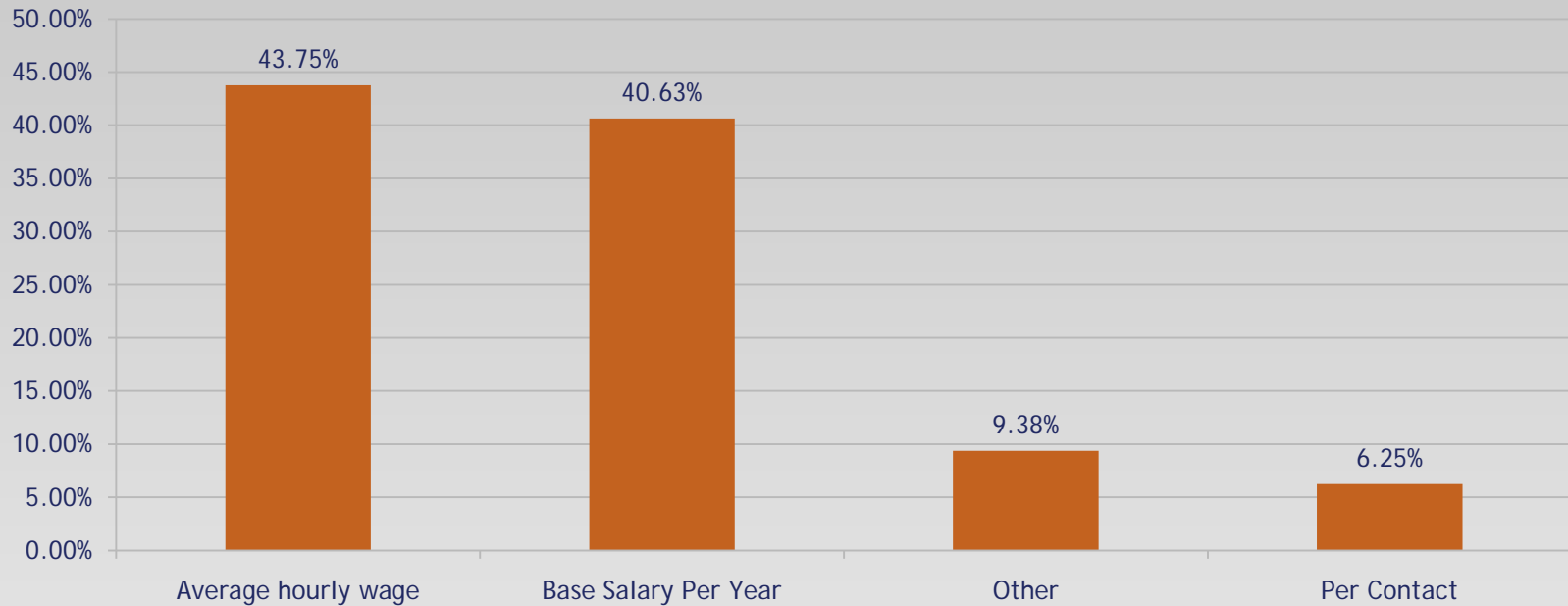
- Greater than 50% of the respondents to this survey have an average cost of \$1000 or less to train an agent.

How many days does it take to train an agent?



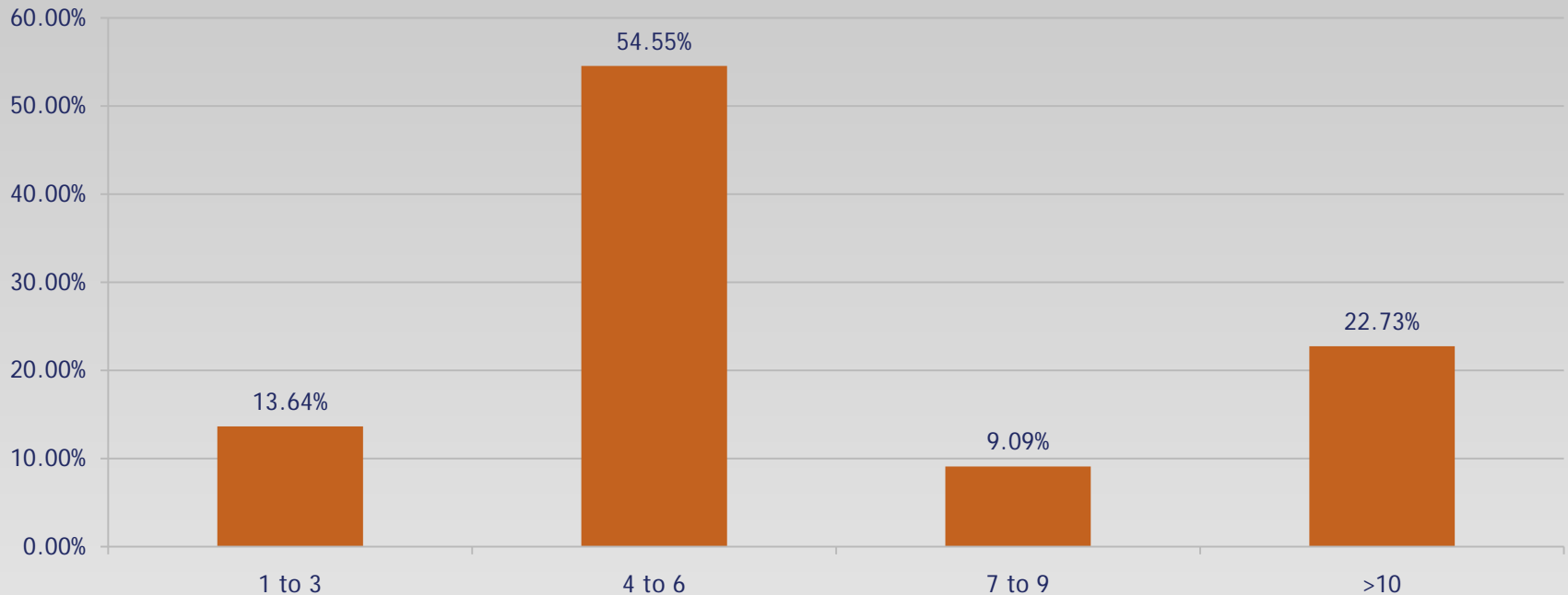
- Approximately 70% of the respondents to this survey state that their average ramp up time for an agent is 30 days or less.

How do you compensate your agents?



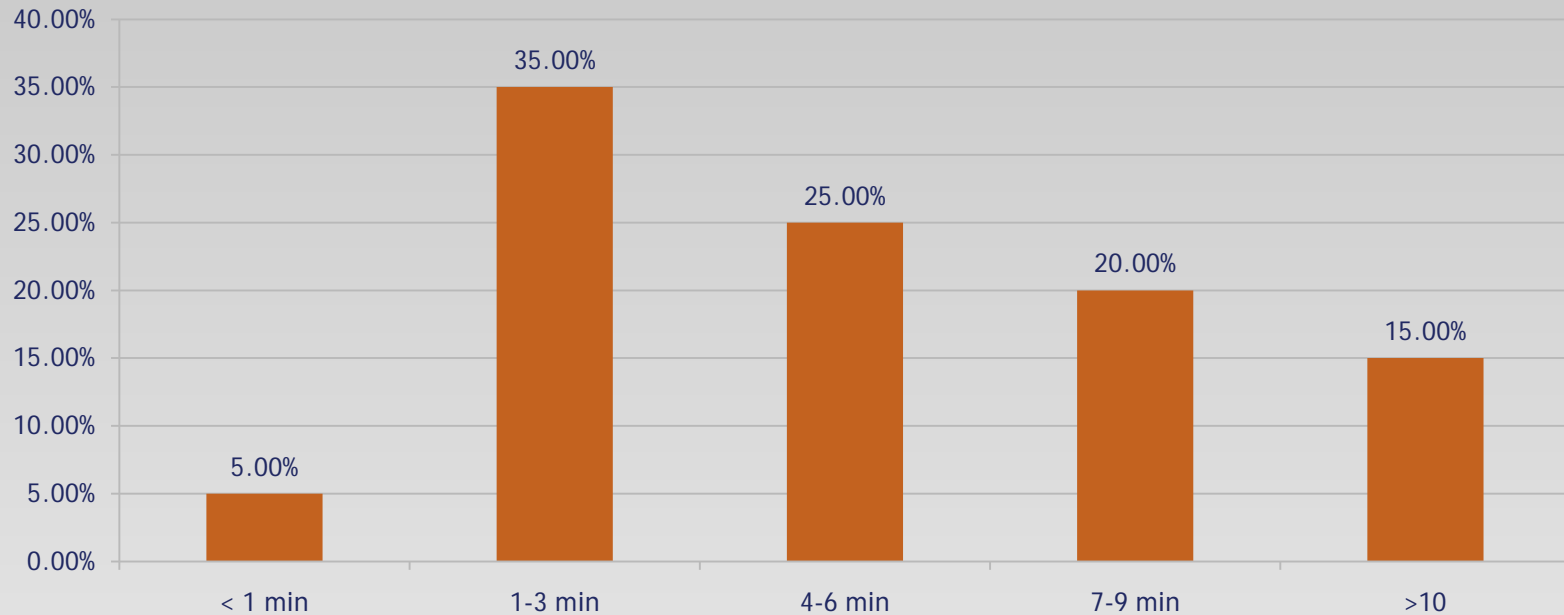
- While the majority of contact centers responded that they pay their agents based on an average hourly wage, compensation based on a base salary was a close second.

What is the average number of phone calls an agent handles per hour?



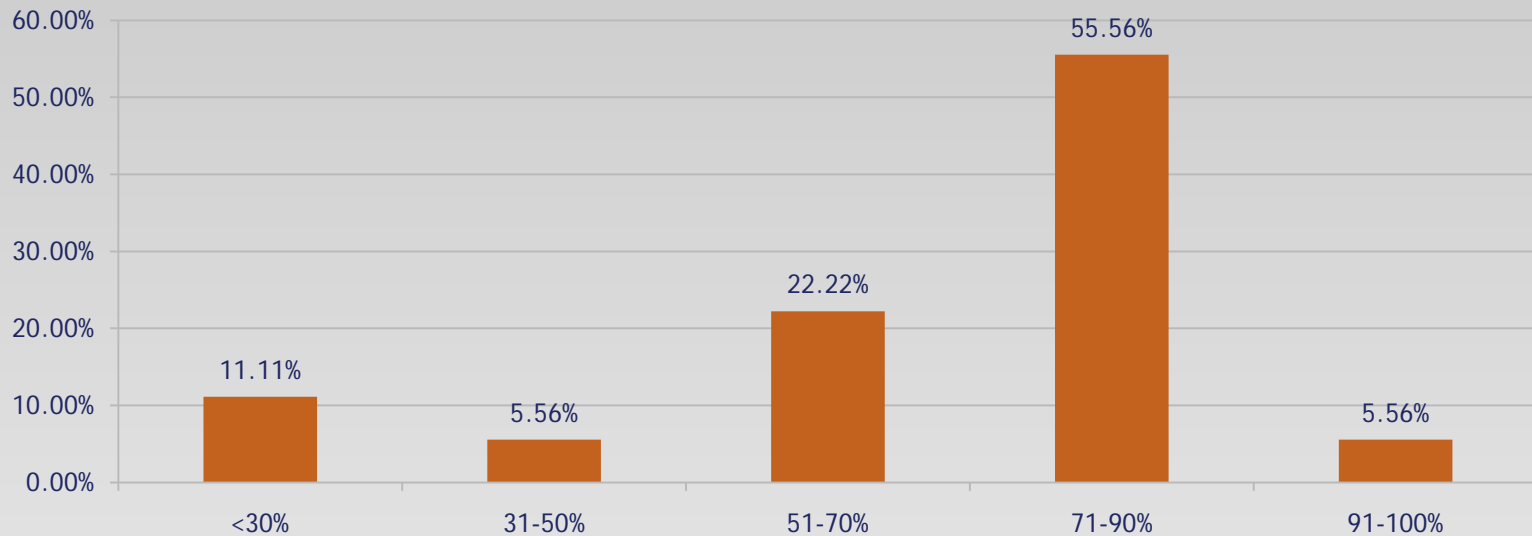
- Nearly 70% of the respondents to this survey state that their contact center agents typically handle 6 or less calls per hour.

What is your average handle time for inbound calls?



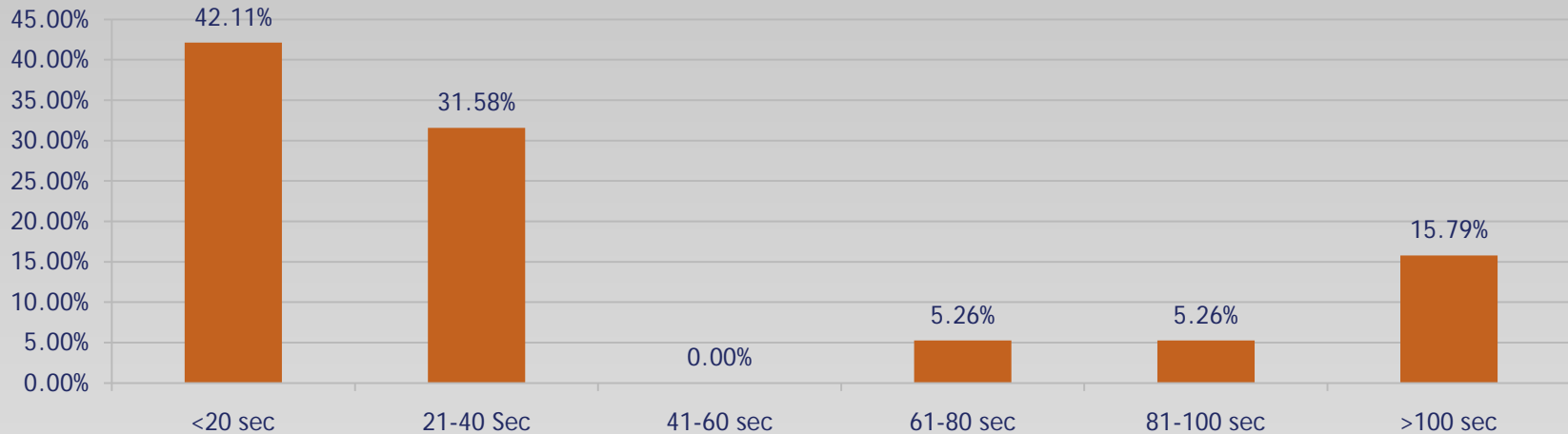
- 60% of the respondents to this survey have an average handle of 4 minutes or longer per call.

What is your average First Call Resolution (FCR) Rate?



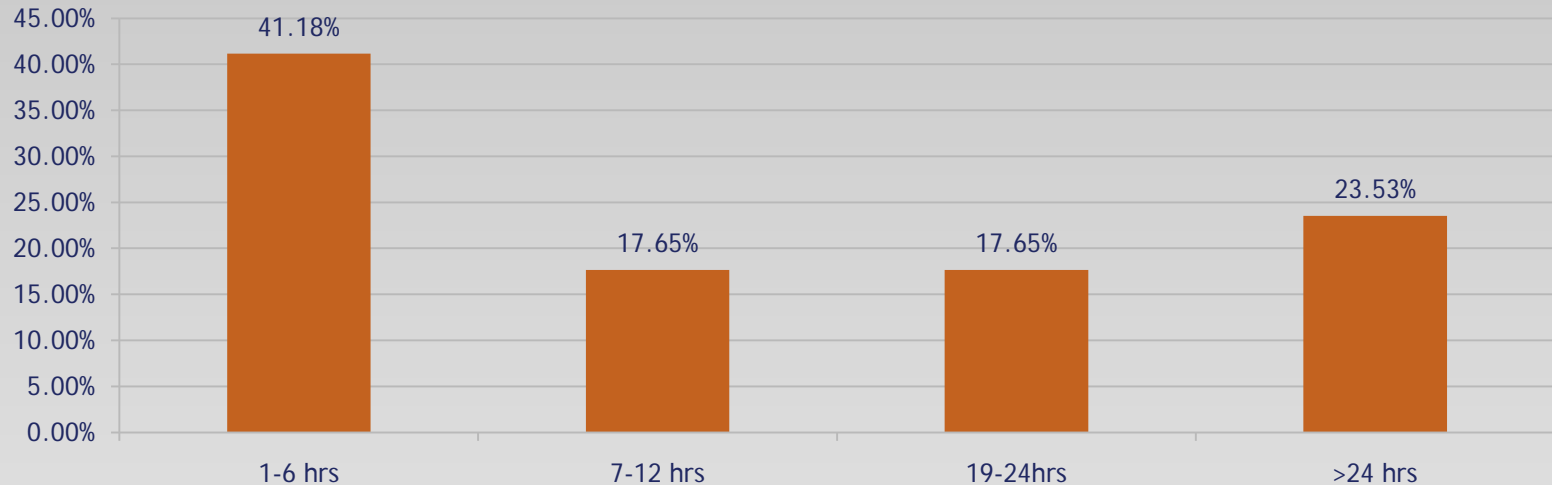
- More than 60% of all respondents to this survey state that they have an average First Contact Resolution rate of 71% or greater.

What is your average speed of answer?



- The majority of respondents to the survey state that they have an Average Speed of Answer of 40 seconds or less.

What is your average email response time?



- More than half of respondents to this survey state that their average response time is 12 hours or less.

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A dark blue silhouette of a mountain range with three peaks.
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CRM AT THE UNIVERSITY OF MINNESOTA

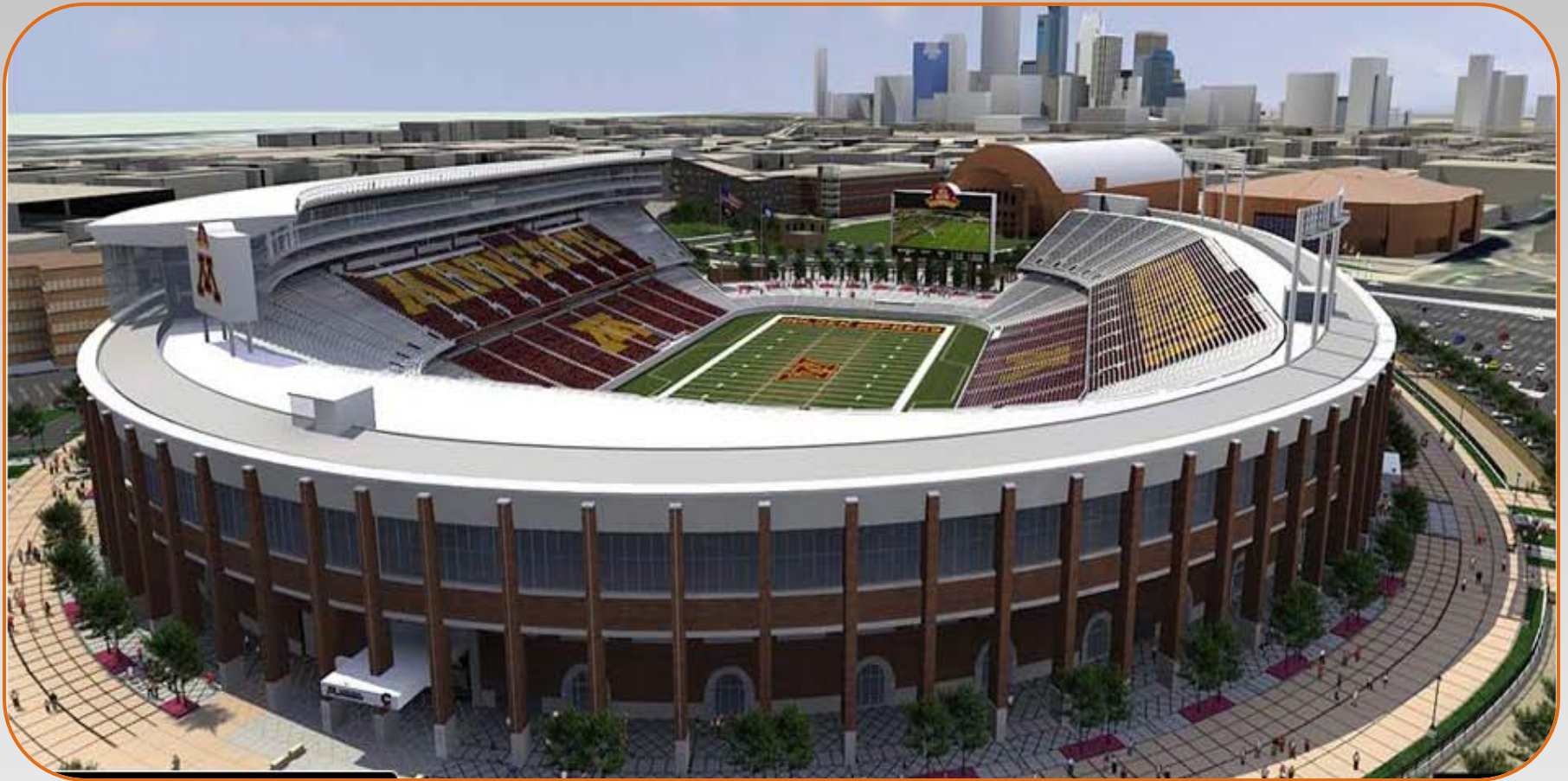
Kevin Adams
Business Analyst



University of Minnesota Office of Admissions

- ▶ Over 34,000 freshman applications last year (TC Campus only) and 10,000 transfer applications
- ▶ 5 Campuses
- ▶ Minnesota's Only Research university
- ▶ Home of Golden Gophers
- ▶ New Football Stadium

TCF Bank Stadium



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CRM Use

- ▶ Started RightNow Implementation in 2005
- ▶ Web Self-Service
- ▶ Phone Inquiry Follow Up
- ▶ E-Mail Responses
- ▶ Communications Campaigns (Marketing)

Environment

► Five Interfaces

- Admissions
- College of Biological Sciences
- Office of First Year Programs
- Health Careers Center
- College of Liberal Arts

► November 08

► Upgrading to Aug 09 Now

► No direct integrations with SIS, but imports into our SIS (PeopleSoft) and imaging system (ImageNow)

Advantages for Students

- ▶ Multiple Service Channels
- ▶ Instant Access to Information
- ▶ Proactive contact
- ▶ Average hold time on phone is 23 seconds
- ▶ Email response time is 24 hours

Advantages for University

- ▶ Exceed service expectations
- ▶ No added staff despite increase in applications
- ▶ Meet enrollment outcomes
- ▶ Web self-service rate is 97.6%
 - 2006: 47% decrease in inbound email
 - 2007: 13% decrease in inbound email
- ▶ Accountability
- ▶ Consistency

Lessons Learned

- ▶ What CRM means is different for different groups.
- ▶ Incrementally add features if feasible.
- ▶ Plan upfront, but be prepared for changes.
- ▶ Do not be afraid to try new things when implementing.
- ▶ Test major changes and upgrades.

Admission's Site

UNIVERSITY OF MINNESOTA One Stop | Directories | Search U of M

What's Inside

I AM A...

- > Prospective Freshman
- > Prospective Transfer
- > International Student
- > Parent
- > Counselor

WHY CHOOSE U OF M?

- > Great Academics
- > Great Opportunities
- > Great Location
- > Great Value
- > Big 10

SERVICES AND INFORMATION

- > Applications
- > Application Status Check
- > Academic Programs
- > Honors
- > Cost, Aid & Scholarships
- > Visits & Events
- > Forms & Publications

ASK US

Apply *Visit* *Ask Us!* *Home*

Got Questions? Get Answers!

Click the "Ask a question" tab below for an email response.

Mailing Address:
240 Williamson Hall
231 Pillsbury Drive S.E.
Minneapolis, MN 55455-0213

Phone Number:
Admissions: 612-625-2008 or 1-800-752-1000
Campus visits: 612-625-0000 or 1-800-752-1000
TTY (for the hearing impaired): 612-625-9051
Fax: 612-626-1656

Answers **Ask a Question** **My Stuff** **Login** **Help**

Search Browse

Search by Product **Search by Keyword** Search Tips

All

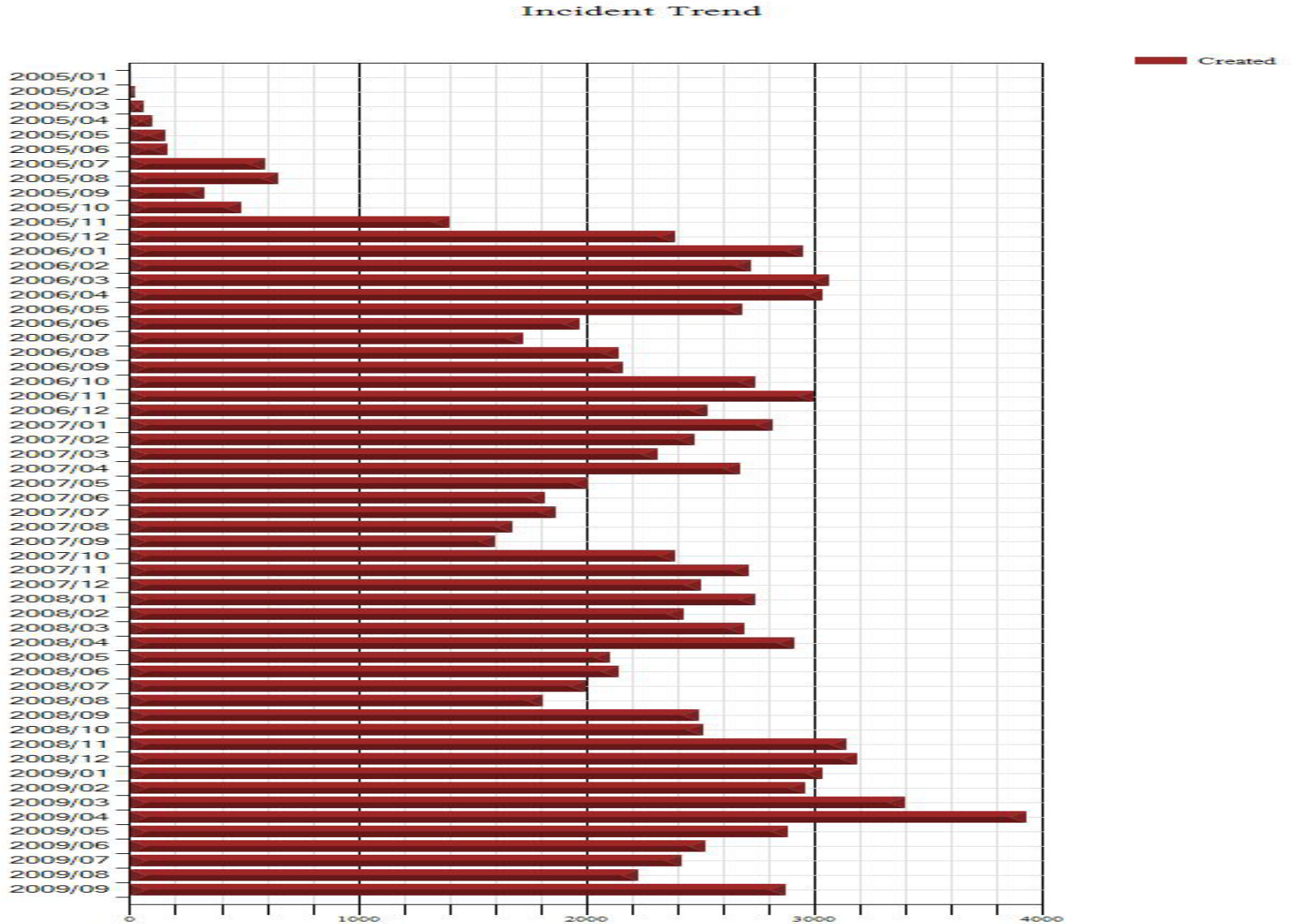
Powered by **RIGHT NOW**

263 Answers Available Page: 1 of 18

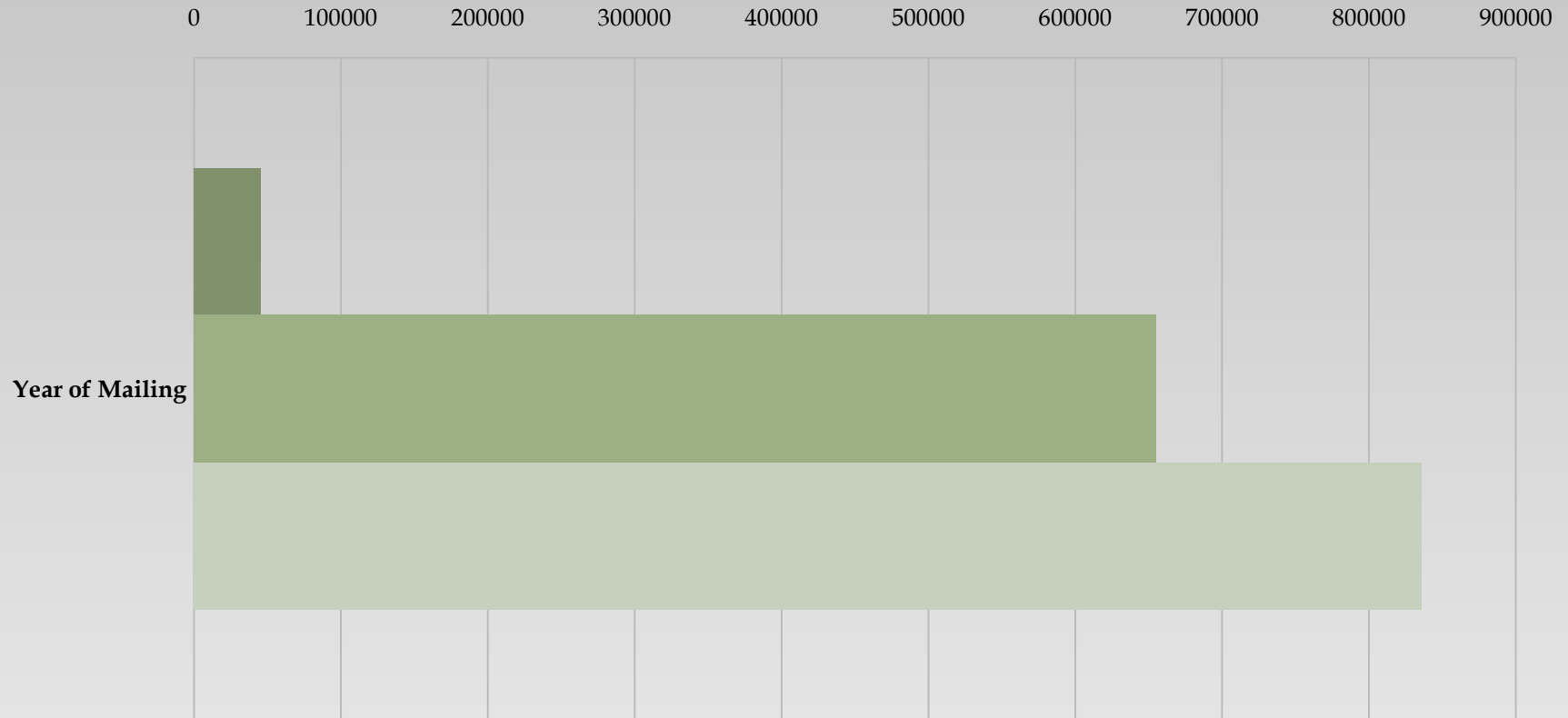
Summary

- Can I check the status of my application?
- How can I get to the University of Minnesota Office of Admissions?
- How can I sign up for your mailing list?
- What is the U of M doing in response to the H1N1 flu pandemic?
- What factors do you consider in making a freshman admission decision?
- I was not awarded a freshman academic scholarship. What are my options?
- Can I appeal my freshman academic scholarship decision?
- What should I do if my application is missing an ACT or SAT score?
- I can't access the Application Status Check system. Why?
- What should I do if my application is missing an official high school transcript?
- What is missing information?
- What should I do if my application is missing the fee?
- How important are my high school grades?
- What is financial aid verification? / Why is there a hold on my financial aid?
- What is the cost of attendance at the University of Minnesota?

Incidents Created




Marketing Mailings



Year of Mailing	Date Created
2007 Total	45741
2008 Total	654929
2009 Total	835910

Marketing Examples



The screenshot shows a personalized email header for the University of Minnesota. It features a navigation bar with the university logo and name, a circular logo with the letters 'M' and 'U', and a main heading: "Questions ABOUT THE UNIVERSITY OF MINNESOTA? Contact me!". Below the heading are two buttons: "VISIT" and "ASK US". A navigation menu includes "FEATURED CLASS", "GOPHER BLOG", "EXPLORE FIELDS OF STUDY", and "INTERACTIVE MAP". The email body starts with a personalized greeting: "Hi, [First Name]!". The sender identifies herself as an admissions counselor and offers to answer questions and arrange a campus visit. She concludes with her title, "Senior Admissions Counselor", and a sign-off: "I can't wait to hear from you! I hope we have the opportunity to meet on campus this fall. Sincerely,".

Personalized limited audience message (applicants).

Marketing Examples



UNIVERSITY OF MINNESOTA

OFFICE OF ADMISSIONS



Dear **First Name**,

93 percent of high school students say that "programs of study available" is the most important factor when choosing a college. So what are you waiting for? Explore the majors that you are interested in at a [University of Minnesota-Twin Cities Sneak Preview](#) this summer!

Got Questions? Get answers!

What does a Big 10 campus feel like? Which classes will I be taking? Are there study abroad opportunities available? What types of internships can I find in the Twin Cities? Who will my professors be? Get all your questions answered at a [Sneak Preview](#), and find out why the University of Minnesota is a great fit for you!

Choose the event that's right for you...

At a Sneak Preview, you'll learn in-depth information about our many outstanding academic programs. If you haven't already done so, [register today](#), or call _____ or _____

- Carlson School of Management: Friday, July 17
- College of Biological Sciences: Friday, June 26
- College of Design (Architecture and environmental design): Friday, July 24
- College of Design (Design, housing studies, and retail merchandising majors): Monday, August 24
- College of Education and Human Development: Friday, July 31
- College of Food, Agricultural and Natural Resource Sciences: Friday, July 10
- College of Liberal Arts: Friday, July 17 or Monday, July 27
- Institute of Technology: Friday, July 10 and Friday, July 31

Sincerely,

Director of Admissions
University of Minnesota-Twin Cities

Office of Admissions
240 Williamson Hall
231 Pillsbury Drive SE
Minneapolis, MN 55455

GOT QUESTIONS? [Get answers](#) to frequently asked questions, or submit your own. If you wish to stop receiving emails from the U of M Office of Admissions, you may [unsubscribe](#) at _____

General wide audience message (prospects).

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SUMMIT 09

► Questions?



Kevin Adams
University of Minnesota
adams171@umn.edu

Resources

- ▶ News: [2009 Gartner & 1to1 Customer Award Winners: Enterprise CRM - Distance Minnesota Wins Silver](#)
- ▶ Webcast: [Winning Service Strategies for Higher Education](#) featuring Datamonitor and Minnesota Online
- ▶ White Paper: [Customer Service Meets Social Media: Best Practices for Engagement](#)
- ▶ Research: [RightNow Multi-Channel Contact Center Benchmark Report](#)
- ▶ Flash Demo: [RightNow Cloud Monitor Flash Demo](#)
- ▶ Analyst Report: [2009 Gartner Magic Quadrant for E-Service Suites](#)

Resources

- ▶ Higher Ed Forum in RightNow Community: <http://forum.rightnow.com/rightnowuser/board?board.id=highereducation>
- ▶ On our website: <http://www.rightnow.com/resource-higher-education.php>
- ▶ Follow us on Twitter: [@RightNowHE](https://twitter.com/RightNowHE)

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