

How an Online Career College Built a World-Class Support Operation from Scratch

A real-world case study in helpdesk setup, knowledge base creation, and achieving 100% service level

< 5 Hours

FIRST RESPONSE TIME

was 12 hours

100%

SERVICE LEVEL

all tickets answered within 24hrs

THE CLIENT

An online career college offering professional certificate courses for beginners and advanced learners. With students at various stages of their journey, their support needed to be knowledgeable, fast, and available — starting from zero infrastructure.

THE PROBLEM

This client had no existing helpdesk, no documented processes, and no support infrastructure. Everything needed to be built from the ground up — while students were already reaching out for help.

No helpdesk, knowledge base, or support processes in place

First response times averaging 12 hours with no service level consistency

No macros or automations to handle common student inquiries efficiently

WHAT WE DID

- 01 We Built the Helpdesk & Processes from Scratch**
We configured the entire support infrastructure from zero — defining workflows and establishing the processes needed to run a reliable, scalable operation.
- 02 We Created a Comprehensive Knowledge Base**
We authored Knowledge Base articles covering the most common student questions — empowering agents to respond accurately and enabling self-service for learners.
- 03 We Implemented Macros & Smart Automations**
Purpose-built macros and automations reduced manual effort on repeat inquiries, allowing the team to achieve 100% service level with every ticket answered within 24 hours.

THE RESULTS

Metric	Before	After
First Response Time	12 hours	< 5 hours
Service Level	Inconsistent	100%
Ticket Coverage	No system	24 hrs or less

WHAT CUSTOMERS SAID

"Thank you again for helping me so fast and efficiently, I truly do appreciate it."

"The customer service was incredible. The staff responded immediately to all my questions. I wholeheartedly recommend this career college to everyone seeking to be a Life Coach!"

THE KEY TAKEAWAY

You can't deliver great support without the right foundation — and building that foundation is a skill.

When a helpdesk, knowledge base, and smart automations are set up correctly from day one, you don't just improve response times — you achieve 100% service level and turn every student interaction into a brand endorsement.