

Use Case – Higher Education

University boosts student experience and operational efficiency with call analytics, recording, and AI conversational intelligence

Situation

To attract and retain students, universities must deliver exceptional educational outcomes alongside outstanding student services. While digital channels and self-service tools are common, the phone remains vital for admissions enquiries, course guidance, accommodation support and general student services.

The University's leadership team needed complete visibility of all inbound and outbound interactions across every department. This would enable them to monitor service quality, manage resources more effectively as well as maintain strict security and privacy compliance.

The Solution



The new call analytics platform is delivering a unified view of communications as part of their drive to improve student services and differentiate from other educational establishments. The leadership team can now set service targets, track performance trends, use historic data to understand call patterns and align staffing levels.

Department managers have access to secure role-based dashboards, enabling them to quickly identify and resolve any issues before the student experience is impacted. Real time wallboards keep frontline staff informed and better able to manage busy periods. Any unreturned missed calls are highlighted and returned as soon as resource is available.

A new integrated recording solution has made it easier to manage security and privacy. When it comes to complaints, team leaders can search for calls, view complete call journeys, check response times and play associated recordings from a single user interface to understand who said what and speed up resolution.

AI enhanced conversation analytics is now taking risk management to the next level by highlighting conversations that include complaints and abusive language. Managers can monitor and review high risk calls and act where necessary. PCI compliance is no longer reliant on staff manually pausing and resuming recording when taking payments. AI automatically detects and redacts sensitive card data from recordings and transcriptions to provide a more robust solution.

