

# Windham's Class Act

## A Higher Education Case Study

### + The Client

U.S. state university struggling to manage escalating numbers of calls from students and parents to its Admissions, Financial Aid, Cash Management and Business offices.

Overwhelmed university staff couldn't focus on critical individual student needs, especially during high-volume periods at the beginning and end of semesters.

Students and parents were extremely vocal with mounting complaints over poor service, long waits, and extensive call times.

## Data-Driven, Cost-Saving Solutions Spark 93% Call-Service Level

Windham's expertise streamlined student enrollment, paperwork completion and financial payments, thus boosting student and parent satisfaction as well as graduation rates. The customized package also saved the university a tremendous amount of money.

### Challenge

- + Create a seamless, transparent link from the Windham team to the university staff.
- + Improve the university's inbound business model, including upgraded FAQ scripts.
- + Relieve overburdened staff from the heavy volume of FAQs, allowing each department to focus on unique, crucial issues of individual students.
- + Increase student and parent satisfaction levels with the university experience.

### Solution

- + Provided custom call-receiving and innovative training for Windham Student Experience Specialists assigned to all four university departments.
- + Expertly handled the FAQ calls through improved FAQ scripts, and immediately escalated higher level calls to appropriate university staff.
- + Used voice-capture technologies and a proactive service approach to anticipate secondary questions to reduce follow-up calls.
- + Engaged in proven best practices for compliance with higher education's vast regulatory requirements.
- + Opened communication channels with weekly team meetings.

“Windham’s call center services allow our school to provide enhanced data-driven customer service to our students and their families while realizing cost savings. Their knowledgeable representatives, ease of implementation, and service flexibility allowed us to design a customized program that specifically fit our needs and business challenges for the best support of our inbound calls to multiple offices across our campus.”

## Results

### ✓ A 93% Call Service Rate

With over 31,400 calls in twelve months, Windham achieved consistently high services rates peaking as high as 99%. Thousands of students and parents received the undivided attention and outstanding customer service they deserved.

### ✓ Low Escalation of Calls

On average, less than 15% of calls were transferred to the university for handling. During the third-highest call volume month, the escalation rate dropped below 3%.

### ✓ Decreased Hold Times

Windham’s average hold time dipped as low as 10 seconds during peak months, plus the FAQs were addressed efficiently in 3 to 4 minutes on average.

Windham is committed to the belief that every student’s success is based on a superb service experience. Our professionals collaborate with each office within your organization to discuss opportunities for improvement. We then develop a tailor-made student contact center and/or accounts receivable management program. Contact us today to achieve this same level of excellence for your college or university.

Let’s chat.

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