



## GENESYS CLOUD FOR POLYTECHNIC INSTITUTE

This is a success story from one of Western Canada's premier Polytechnic Institutes that serves students from all over the world, on a platform that gives IT Analysts, Specialists, and Support Representatives the ability to quickly connect with callers. Three departments within the Polytechnic Institute use Genesys Cloud CX as their contact centre platform for voice and chat with plans to add email and SMS. The following is one department's story.

### POLYTECHNIC INSTITUTE – STUDENT SERVICES CENTRE

The Student Services Centre ("SSC") is located at the Polytechnic Institute's main campus. It handles questions regarding various programs, classes, career planning, funding options, applications, immigration advisement, graduation, and student portal navigation. Overall, SSC is the busiest contact centre at the Polytechnic Institute, especially during Fall and Winter registration periods. Call volumes are so high that limits are placed on the total number of calls that are allowed in the waiting queue. Despite these limits, callers may still have to wait up to 1.5 hours before speaking with an agent.

#### CHALLENGE

With high call volumes, time is of the essence for the 12x Student Services Specialists ("agents"). Callers were repeatedly asked for their student ID. For those with one, the agent would pull up their profile in PeopleSoft to update notes regarding the call. Agents were also required to manually look up course and payment information for a given call. Callers were not offered options or information (e.g., callback, estimated wait time, targeted messaging) while waiting to be connected to an agent. During periods of high call volumes, (average of 17,000 per month; peak of 48,000 per month) both callers and agents felt frustrated. The ability for callers to set up a call back was experimented with for a while, but stability issues remained and resulted in the permanent shut down of this feature.

Among various challenges Supervisors faced was that they were unable to listen in on calls for quality, coaching, and training purposes. Calls were recorded but had limited meta-data available making recordings difficult to filter and search. Supervisors were also responsible for managing configurations in addition to a high volume of messages. With their current system, these challenges are difficult to overcome.

As such, these challenges were the impetus for moving to a new system. It was critically important that the solution is easy to use for the Polytechnic Institute's staff, as well as highly automated in order to meet demand during peak periods.

#### RESULTS

Tykans successfully deployed Genesys Cloud CX for SSC, along with the other two departments within the Polytechnic Institute's timeline to correspond with the Fall period of school registration (two months from project initiation to go-live). Agents have commented on how much they like the new user interface. Agents also found the transition of experiencing chat interactions for the first time to be easy. Caller information is now gathered by the system and presented to the agent during inbound calls or chats, and the agent has the option to click on a link to instantly display the student's profile in PeopleSoft. In addition, the introduction of an auto-attendant is expected to reduce the number of interactions that agents receive during hours of operation while assisting callers at the time that is convenient for them. Callers waiting on the line now also have an option to leave a call back number where they can be reached when an agent becomes available.

The new system was designed to be highly configurable so that Supervisors can adjust its functionality without impacting callers or the contact centre. They are now able to listen in on calls and retrieve recordings which translates to improved monitoring and follow-up of agent performance.

Genesys Cloud CX ended up being the perfect solution for working within the paradigm of COVID-19 as well. A cloud-based solution allowed agents to work from any location with a reliable internet connection. This takes much of the burden off the network team at the Polytechnic Institute while providing them with a system that is secure, resilient, scalable, current, and easy to manage.