

# CONSOLIDATED PLATFORM TO MANAGE STUDENT INTERACTIONS

Case Study | Customer Experience



## FACILITATING POSITIVE EXPERIENCES ACROSS A UNIVERSITY'S DEPARTMENTS, CHANNELS, AND DEVICES

Mastech InfoTrellis recently helped a university re-evaluate its student experience by creating a unified, consolidated platform to manage all student interactions across departments.

### THE BUSINESS CHALLENGE

Faced with disconnected support processes, various technologies, and fragmented student interactions, this organization recognized they needed to reframe how they facilitated a positive student experience. From recruitment through student services, financial aid, and alumni development, the university decided to retool the entire process.

With siloed applications for phone, chat, email, student portal, and the university knowledge base, the technology landscape was not supportive of effectively handling incoming requests, and the responses students demanded. Furthermore, the channels in which students wish to engage were not fully developed to achieve desired results.

### THE SOLUTION

Starting with chat and email interactions, Mastech InfoTrellis evaluated the fragmented channels the university had in its current state and developed consolidated processes to begin building a unified record of student interactions. However, to support student requests, the university needed to revisit the manner in which it curated, authored, and approved content to empower university personnel to best answer student questions. As a result, they pulled various knowledge base sources, articles, and content into the single CX Cloud platform. While this supported departmental resources at the time of answering an interaction, the university wanted to extend the new robust knowledge base externally to allow each student the ability to self-serve. By deploying a pixel-perfect student portal, students are now able to easily search, view, and consume relevant answers to their most common questions. They are also able to quickly provide feedback to university staff as they seek further assistance. The university extended its channel reach through the CX Cloud portal, which allowed questions to be submitted online. To complete their multi-channel objectives, the university tied in the phone channel by tightly integrating their employee CX Cloud desktop with the leading cloud-based communication provider.

### THE OUTCOME

Mastech InfoTrellis helped the university through its evolving journey by defining new processes and operational procedures for its multi-channel strategy and collaborated with key staff to ensure the future state solution meets their specific requirements. Mastech InfoTrellis configured and integrated critical student data from university systems and developed the training program to educate departmental staff on meeting the ever-changing demands of their students. As a result of the efforts, the flexibility of CX Cloud solutions, and the vision of the university, they are now able to easily facilitate positive student experiences across each department, channel, and device.