

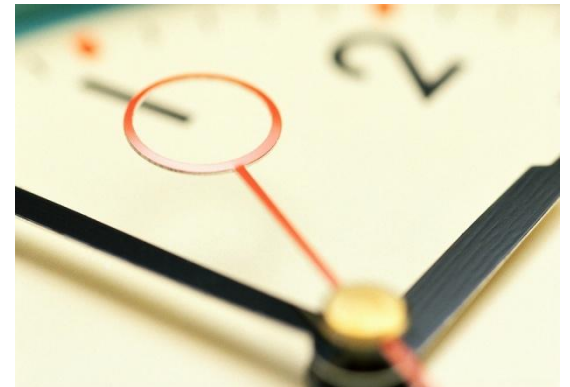
Montgomery County Community College



Implementations of a Call Center in a College Environment

Montgomery County Community College

- Two campuses
- Services more than 16,000 credit and 13,000 non-credit students with 82 associate degrees



Telecom Solutions

- Hicom 300 – currently being phased out
- HiPath 4000
- HiPath Xpressions v4
- HiPath ProCenter v7.0



- Start Date: Sept. 22, 2006
- Central Campus offices:
 1. Admissions
 2. Registration
 3. Student Success
- All new buildings are VoIP
- Using WL2 Wireless devices



Goals & Objectives

- Improve customer service
- Enhance staff productivity
- Management by fact
- Aligning staffing with customer needs

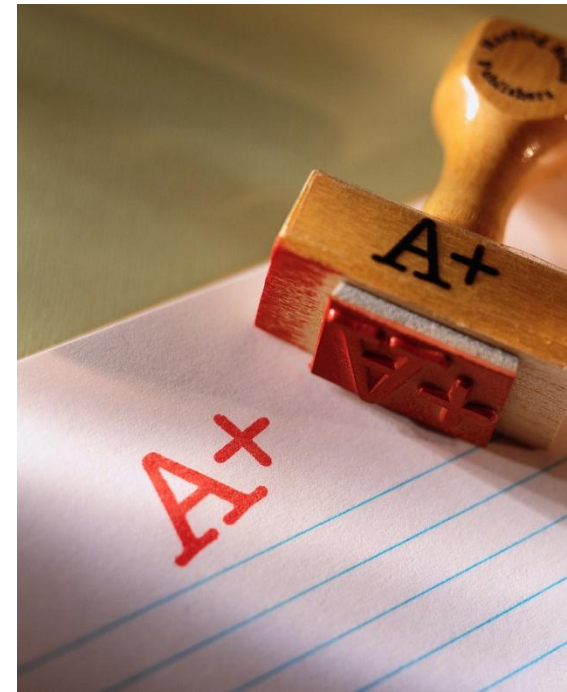


- Equipment Installation
- Training
- Creation of Procedures Manual
- Implemented Menu Script Changes
- Implemented Routing Strategy



Improved Customer Service

- a. Standard of 80% of calls answered in 30 seconds
- b. Consistency of information sharing
- c. Enhance in-person service
- d. Reduction in voice mails
- e. Service expectations



Year One Statistics

Target

- *Service Level 80%
- Avg. wait time 30 sec

Actual

- Calls answered 51,105
- Service level **87.1%**
- Call Ctr Handled 71%
- Avg. wait time **17 sec**

*SL=% of calls answered within 30 sec



Peak Results

- Calls Answered 5,657
- Service Level 90.4%
- Call Ctr Handled 73%
- Avg. Wait Time 16 sec



- **Top reasons for calling**
 - Wrap-Up Codes from HiPath ProCenter Reporting

Class Information	1,456
How to register	697
Application process	622
Transcript request	337
Meet with Adv./Counselor	251

RESULTS:

Allows us to do more with existing staff



- West Campus Expansion just completed
 - Last two expansions have been IP based
 - Virtual contact center extension of Central Campus
 - Duplicated successful results
- Call Center expanding for Technical Help Desk and multi-media interaction possibilities