

Connection Direction

Trusted Experts in CX and AI Excellence



WE PUT CONTACT CENTERS ON THE DEANS LIST FOR CX Transforming the Academic Experience

In today's higher education landscape, the contact center serves as a vital hub for communication, supporting full-time, part-time, and online students. Connection Direction specializes in providing tailored contact center solutions for colleges, universities, and higher education institutions, enabling them to maintain seamless engagement while effectively meeting the needs of their diverse academic communities.



How We Help

- **Enable** your teams to work seamlessly from the office, home, or dormitory while maintaining real-time connections with supervisors and colleagues.
- **Engage** students and alumni through their preferred channels, including voice, email, web chat, SMS, video, and social media.
- **Allow** students to access answers at their convenience using intuitive Self-service AI, intelligent virtual agents (IVAs), and conversational AI tools for enrollment, academic advising, support appointments, financial aid/billing.

OBJECTIVES

A state university faced significant challenges following the COVID-19 pandemic, particularly in student communication and technology adoption. With multiple contact centers and a large team of agents spread across campuses, maintaining consistent and reliable communication was critical to ensuring operational continuity and high-quality service. The university aimed to modernize its legacy contact center environment to increase efficiency, reduce average handle time (AHT), improve scalability and flexibility, lower costs, integrate CRM systems and data, incorporate digital engagement, and strengthen support for students, alumni, and staff.

SOLUTIONS

Connection Direction collaborated with the university to conduct an extensive evaluation of its communication requirements, business objectives, and IT infrastructure. Following this assessment, we designed and implemented a cloud-based contact center transformation, integrating voice, email, web chat, SMS, their Salesforce CRM. This unified solution optimized operations, enhanced scalability, reduced complexity, and enabled the university to deliver consistent, high-quality support while expanding student communication channels as institutional needs evolved.

OUTCOMES

Streamlined Transition to the Cloud with Measurable Results

The contact center transformation was central to the university's operational model, enhancing reach, enrollment efficiency, financial aid support, and administrative processes while supporting collaborative, competency based education. With Connection Direction's guidance, the transition to a modern cloud-based contact center was streamlined, ensuring a smooth migration and delivering measurable results. **Results include a 22% improvement in call response times, a 17-point increase in Net Promoter Score (NPS), a 19% reduction in agent turnover, a 32% decrease in average handle time, and a Customer Satisfaction (CSAT) score of 82%.**

Ability to Coach at the Desk or Work Remotely

The university's contact center transition enabled agents to work from any location on campus, from home, or remotely. Leveraging AI and modern cloud technology reduced agent attrition by 18%, a critical factor for higher education contact centers. Our approach emphasizes the right processes, training, and tools to keep student agents engaged and committed throughout their four-year tenure.

Productivity Gains Through Omnichannel, Integrations, and AI

The transition to a cloud-based solution provided the university with a scalable, efficient contact center that integrates phone, SMS, video, chat, AI, Microsoft Teams, and Salesforce CRM. This omnichannel approach ensured personalized, context-aware communication and proactive student support, while real-time data helps optimize service across multiple call centers and campuses. In phase two, the university plans to incorporate generative AI to automatically summarize agent interactions and proactively deliver relevant information to student communities, drawing from the college's extensive data base and alumni support.

Comprehensive Performance with Actionable Insights

Higher education contact centers thrive on actionable data, and effective management begins with measurement. Connection Direction equips institutions with real-time oversight technology, AI-powered engagement tools, cloud-based contact center solutions, and advanced reporting that turn raw data into meaningful insights. These tools enable universities to track performance, streamline operations, and make informed decisions that improve both efficiency and the student experience. We also provide advisor coaching, align remote schedules with class commitments, and offer hands-on support for administrators, students, and agents, ensuring meaningful engagement, successful interactions, and long-term retention throughout the academic journey.

Enhancing Communications for Universities and Colleges

For Current Students: Connection Direction empowers universities to engage first-year and current students through their preferred communication channels for both inbound and outbound interactions. Admissions, financial aid, advising, and enrollment teams connect with students in real time to support applications, admissions, enrollment, and academic success using user-friendly platforms that enhance communication, strengthen relationships, and elevate the overall student experience.

Through seamless integrations delivered by our team and trusted partners, students can easily access essential information and services. AI-powered self-service agents provide 24/7 support, enabling students to get answers and complete tasks anytime, creating a smooth, student-centric experience that enriches their educational journey.

For Alumni: Connection Direction helps universities maintain strong connections with alumni through personalized communication and engagement opportunities. Our integrated cloud-based platforms keep alumni connected to career services, mentorship programs, networking events, and university initiatives. This approach strengthens the alumni community and empowers former students to contribute, collaborate, and stay active partners in the university's ongoing mission.

For Staff: Connection Direction delivers faculty-focused communication campaigns that provide timely, relevant updates to university staff via their preferred channels. Our solutions enable faculty and administrators to coordinate targeted outreach that boosts participation, encourages collaboration, and cultivates pride in being part of a distinguished educational community.



Transforming Engagement Across the Student Journey

At Connection Direction, we help universities, colleges, and online learning platforms implement and optimize contact center and self-service solutions that deliver reliable support to students, staff, and alumni while streamlining operations. By combining advanced technology with practical training, we enhance engagement across the entire student journey, enabling institutions to build lasting relationships, improve experiences, and drive academic success and long-term growth through meaningful, data-driven connections.

Contact Us Today To Learn More!



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