

# Regionally accredited University in South Western USA



The key challenge is to bridge the gap between long-term vision of the business with short-term ROI in savings and efficiency. Device a solution which comprehensively addresses the optimal way to run the business while addressing key technology drivers.

### The University

A rapidly growing regionally accredited, online and Ground University based out of South West USA with over 33,000 students.

Majority of the University's student population is online. This is a rapidly growing number because of the university's ever-strengthening brand equity.

### The Problem

Are we responsive in serving our Students? Are our business processes geared to satisfy our growing needs? Is our software adequate to support the business processes?

### The Challenges

The support needs of this growing student population were immense. Also, the online students were geographically dispersed and needed a lot more hand-holding and care.

The University has been dealing with sub-optimally integrated legacy systems which made tracking student communication and monitoring student life cycle interfaces difficult, in some cases impossible.

### The 4-Stage Approach

Stage-1: Map the processes and recognize those "Urgent and Important" issues that may be critically impeding business progress. We found that the most significant business need was to rapidly improve student service. Also there was a need to plug the leak in revenue and improve internal accountability.

Stage-2: We established an innovative student contact desk in India called Retention Desk solely responsible for student retention activities. Our top priority were to maintain touch with new students prior to class start, and hand-hold them through their orientation to the new education environment.

Stage-3: We deployed ProRetention to have a better student lifecycle management and to monitor closely their activities. Any contact that highlighted a student problem or issue was to be raised as a ticket for resolution by the appropriate department in the University. Tracking student issues effortlessly raised the bar on student service by increasing accountability among University staff, motivating them to deliver their best to students. This software interfaces seamlessly with legacy systems, if any, or any other Enterprise Software and databases in a University. It has a robust rule-based engine and is freely configurable to the unique needs of a University.

The significant attribute of this software is that there is no need to modify or replace any existing software in the University.

Stage-4: We set up an offshore team to handle account receivables and a separate team for technical support.

### Key Results

- The student support initiatives had greatly increased service-levels to students. There has been a measurable rise in the productivity and profitability of the University.

- The software ensured internal accountability by tracking all problem tickets in great detail.
- The technical support, fee collection, enrollment and offshore processing from the Registrar's office have reached steady state within the agreed dates.
- The resounding success of Retention Desk based in India has convinced the University that they can depend on QuScient for innovative ideas, process consulting, technology
- A better track of the student pulse
- The software ensured internal accountability by tracking all problem tickets in great detail and hence resolutions where faster
- Significant savings towards the Total cost of ownership

### CRITICAL INPUTS

Key participants to the sessions were management and technical personnel participating in a spirit to make a difference and add value to the organization's bottom lines.

### PROJECT BENEFITS

ProRetention™ helped them with:

- Better Retention management
  - ▶ Enabled Student Risk management
- Real time data view Capabilities
  - ▶ Executive dashboard views with all functional data points added more muscle to increase retention and better decision making
- Low Total Cost of Ownership and high ROI

The resounding success of Retention Desk based in India had convinced the University that they can depend on QuScient for innovative ideas, process consulting, technology development, lower-cost outsourcing and high operational quality.