

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 College

A nationally accredited college based out of Southern California USA. The College is a pioneer in providing programs on Information and Computing Technology besides Business Management Studies.

The college was going through a major change in approach and style to keep pace with modern day education needs. They were shifting focus from being a complete traditional ground / campus based institution to pre-dominantly an online college.

The Problem

How do we take customer support to the next level and compete with modern schools? How do we sync-up multiple software systems and centrally locate student communication? How do we retain the students we attract?

The Challenges

The college grew faster than expected and the student body multiplied three folds in two years. The needs of this multiplying student body were significantly high. The students were spread across the US and required a lot of attention, support and care.

The college had multiple/disparate systems that made tracking student details and communication complex. Tracking and storing communication did not follow a standardized approach and each department had its own method.

The 4-Stage Approach

Stage-1: We quickly assigned a team of Subject Matter Experts and Process Consultants to map the processes and identify factors and elements that are critical to business progress.

Stage-2: Our experts analyzed the existing systems and user needs and we deployed a customized version of our Student Lifecycle/Relationship Management system, ProRetention™, which is a tested solution and could provide immediate relief to the college. ProRetention™ customization was done at a remarkable pace and customization was completed in Three weeks.

Stage-3: Once this critical component (ProRetention™) became operational, we switched focus to customer care and support services delivery. We established our flagship student retention concept in India called Retention Desk solely responsible for student retention activities. The Retention Desk had a 24/7 inbound hotline for the students to call anytime. We also made periodic, proactive outbound calls and send emails to help students with their many needs like books, accessing the intranet, understanding the online education platform, financial aid application process, transcript follow up etc.

Stage-4: Subsequent to the successful launch of our Retention Help Desk, we transitioned to India some of the other key business processes from the Academic Records and Academic Advising Office (also called Registrar's office) like Application forms Data Entry, Transcript Evaluation, Transcript follow-up, Registration, Student Records processing etc.

Key Results

- All student information came into a centralized portal that could easily communicate with the other systems
- PR is a robust rule-based engine and is freely configurable to the unique needs of a College. It interfaces seamlessly with the Enterprise Software and databases in a College and this was a very critical requirement in this assignment.

- A real time web based solution for any time any where access was deployed
- A better track of the student pulse
- Satisfactory surveys which resulted in corrective actions and hence increased retention.
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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

QuScient technology team has earned trust of the college for their intrusion free deployment of ProRetention™, which transformed their service level from day 1. ProRetention™ was customized and deployed in less than Three weeks.

ProRetention™ helped them with

- Foresight about student intentions
- Resolving all student issues faster and more effectively.
- A repository of all academic and administrative information
- A dashboard styled interface for better decision making

The software ensures internal accountability by tracking all problem tickets in great detail. The success of Retention Desk has made QuScient a dependable process innovation and consulting partner. The college is now able to identify potential student drop out in time and take preventive steps. The student support for registrar's office initiatives has greatly increased service-levels to students.