

The Challenge

With increasing customer service demands and call volumes, student services staff members were unable to respond to student inquiries and maintain timely, efficient operational processes. Requests for service were delayed and complaints were on the rise.

Research and Evaluation

In early 2018, College of the Mainland (COM) began researching third-party call center providers and encouraging college staff to participate in the review process. Companies were evaluated through a competitive bid process which included in-person interviews. The final award was made following site visits to the operations centers for the highest-ranking bidders. Edamerica was selected as the preferred vendor.

The Solution

In November 2018, COM began routing calls to Edamerica for admission, financial aid, registrar/records and advising offices. Edamerica representatives provided one-stop service to callers for all inquiries.

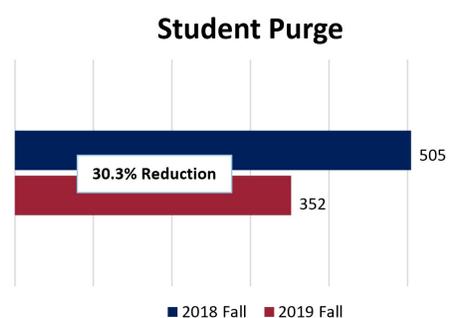
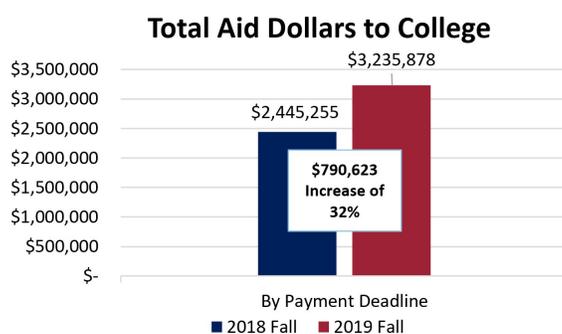
Project Goals

- Improve operational efficiencies
- Increase student satisfaction
- Increase aid dollars to students

The Results

COM reported faster processing, increases in financial aid funds available to students by the first day of class, reductions in students purged for non-payment and faster response times for on-site services.

Application Processing	Base Year 2018	Year 1 2019
Financial Aid	5 - 7 days	2 - 3 days



Over 19,000 inquiries were handled by Edamerica which allowed COM personnel to focus on in-person services. All offices for on-site student services also saw improved wait times for in-person counseling. Financial aid and advising saw the most significant reductions.

In-Person Wait Time	2018 Peak	2019 Peak
Financial Aid	10 min	7 min
Advising	17 min	7 min
Admissions	6 min	4 min

Due to increased operating efficiencies and a reduction in overall student call volume, the project came in \$78,000 under budget.

