Educational institution leverages conversation analytics to manage admissions and regulatory compliance.

Situation

Decline in student enrollment, rising costs, sagging staff retention rates, the need for improved access and equity, and a constant need to innovate and advance are key business challenges faced by the education sector.

This university understood recording calls during the admissions process would aid in the evaluation of prospective students' inquiries and concerns. By providing a reference point for reviewing enrollment discussions and clarifying any misunderstandings, immediate points of improvement could be made.

However, they were not keen on investing in a solution that could only address recording and compliance. They needed a way to record calls across enrollment, admissions, inquiries, support, and student services. They wanted the recorded conversation data to be leveraged to catapult them into a new era of efficiency and success.

Use Case

- Platform agnostic call recording
- Smart data visualization
- Monitor conversations per department
- Effective risk management

Solution

After a short trial period, CallCabinet's Standard Analytics package was deployed due to its unparalleled versatility. Not only could the university collect conversation data across multiple communications platforms and channels, but they now had a central point of actionable business intelligence. This innovative approach placed the power back in their hands to effectively manage student enrollment declines, rising costs, staff retention rates, and improving access and equity.

With CallCabinet, the university could now easily monitor conversations per department and gain a visual representation of the most common business risks and key regulatory and script compliance QA metrics. Dashboards offer detailed drill-down features for a full overview of the severity and probability of categories such as cancellation risk, complaints risk, legal threat, verification accuracy, and adherence to privacy laws.

Today the university proactively addresses internal and external issues as and when they arise and is quickly building a solid reputation for its efficiency.

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