



Discover How a Leading University Improved Student Experience & Saved Over \$50,000 in Training Costs.

Case Study: Migrating from a legacy hardware system to the cloud.

SFU

SIMON FRASER
UNIVERSITY

With an international reputation to uphold, SFU sets a high bar for the quality of its Student Services Center.

Simon Fraser University (SFU)—named after the infamous Canadian explorer and fur trader who charted much of what is now the province of British Columbia—opened its doors to 2,500 students in 1965.

Just a little over 50 years later, SFU is one of the leading comprehensive universities in Canada. The first Canadian research university with U.S. accreditation, SFU delivers roughly 150 programs to more than 30,000 students across three campuses, with 950 staff members and more than 120,000 alumni in 130 countries.

Like most leading institutions, SFU wanted to provide the best possible service to all its callers and ensure an outstanding student experience. However, the university's growth quickly outpaced the capabilities of its legacy phone system. SFU could no longer deliver a student experience that matched the university's reputation.

The Challenges:

1. INEFFICIENCIES ACROSS MULTIPLE LOCATIONS

SFU had many contact center teams dispersed across multiple locations all with independent call systems. With no centralization, the university had to advertise

10-12 different phone numbers to students; one for each department. This proved to be highly inefficient, confusing for students, and led to inconsistent service delivery.

2. DELAYS & AGENT CONFUSION

SFU's contact center agents found the existing hardware system inconvenient and cumbersome. The system required agents to log in and out repeatedly—even for bathroom breaks. As such, it became vital for agents to memorize a complex login code. To tighten up workflow and prevent delays, SFU needed a contact center solution that would allow agents to change their availability status without logging out. SFU was also looking for a solution that could track agent availability and performance across departments.

3. INFLEXIBILITY & POOR VISIBILITY

Any change to the system, such as phone tree changes or updating recorded caller announcements, required IT support. Emergency updates were a struggle, and costly downtime was a notable concern. The university's existing legacy system didn't provide visibility into call volumes or agent activity, preventing proactive staff planning and support responses.

Bridging the Gap:

The time had come to make a change. The growing disconnect between SFU's reputation in the academic

SFU Needed a Solution that Could:

- Deliver a superior and consistent student experience across all departments.
- Allow visibility into agent performance and the caller experience.
- Provide metrics for KPI measurement (Key Performance Indicator).
- Allow contact center managers to make timely changes with ease—without bogging down IT support.
- Help contact center managers effectively plan staff schedules.
- Integrate with its existing CRM, student information system, and social media.
- Consolidate multiple locations and departments through one contact center solution.
- Add flexibility and options for callers, such as voicemail and automated priority callback.
- Simplify and standardize processes for students looking for help or information.
- Provide flexibility and scalability to meet present and future needs.
- Streamline workflow and centralize communication—without a costly/complex implementation.

community, and its student-facing contact center performance, drove the university to seek out a more comprehensive and technically viable solution. SFU needed a solution that would centralize communications, tighten up workflow, and provide a better student experience. The university's hard-wired legacy system just couldn't deliver on that promise.

Leaving Legacy Behind

SFU knew they needed to centralize communications in order to provide a better student experience. But they

weren't sure where to begin, what to look for, or what was available (a not uncommon problem in today's crowded Contact Center Market). To gather insight, SFU connected with other institutes that had overcome similar problems. Very quickly, it became apparent that a cloud-based solution would be the best way to go.



The Solution:

DUE DILIGENCE, SKEPTICISM, AND DECISIONS

Being new to the cloud contact center space, SFU did their due diligence (they are an expert research university after all). SFU went well beyond the typical RFP and various product demos. Even after the Telax product demo, SFU continued its due diligence; carefully checking references and observing additional software demonstrations.

SFU became increasingly comfortable with the Telax solution. They also began to enjoy the uniquely supportive Telax company culture. Between the product and people, SFU was sold on the Telax solution, and gladly traded their legacy hardware system for Telax's cloud-based contact center solution.

EASY, PAINLESS INTEGRATION

Telax's cloud contact center solution easily integrated with SFU's SIS Peoplesoft, a software used in the Student Services Center. With this integration, students would be able to enter their student ID, which automatically popped up on the agent's screen together with the student's other information on record. SFU liked

that the students would no longer have to repeat their student ID numerous times and that agents would know who they were speaking with instantly.

THE POWER OF THE CLOUD

The simplicity, cost-effectiveness, and functionality of the Telax solution helped seal the deal. By minimizing internal IT management, training, and fees for certification conferences, SFU would realize substantial savings. SFU liked that Telax offered a flat rate with everything included: seats, long-distance, training, support, and more. SFU also appreciated that they wouldn't have to worry about those dreaded hidden fees.

“It was the simplest ‘Go Live’ our IT team has ever had.”

Patrick L., Director of Business & Policy Analysis, SFU

With Telax’s cloud-based contact center solution, SFU was able to:

- Save close to \$10,000 per IT employee—funds previously required to keep each IT personnel up-to-date on software.
- Avoid purchasing the new handsets that an on-premise solution would require. By integrating Telax’s solution into the existing phone system, SFU realized an additional \$10,000 in savings.
- Determine call volume trends and gain insight into First Call Resolution (FCR) statistics.
- Pinpoint high-volume call periods and better plan for these spikes.
- Gain visibility into the busiest departments.
- Enhance customer service and reduce agent stress and burnout.
- Improve agent training by analyzing call recordings and call trigger insights.

The Results:

After rolling out Telax’s cloud-based contact center solution (with plenty of support from the Telax team), SFU successfully streamlined workflow, boosted agent morale, improved the student call experience, and saved thousands in IT costs. The implementation process exceeded SFU’s expectations.

1. SUBSTANTIAL COST SAVINGS

SFU has seen significant cost savings after moving to the cloud. Since deploying Telax’s contact center solution, SFU was able to cut approximately \$50,000 in IT training costs from their budget.

Telax helped SFU’s IT department save close to \$10,000 per employee in funds previously required to keep each IT professional up-to-date.

What’s more, if SFU chose an on-premise solution, they would have had to invest in new handsets. The Telax solution integrated smoothly with SFU’s existing phone system, resulting in additional savings of approximately \$10,000—And, with the added flexibility of work-from-home options, SFU was also able to decrease overtime costs.

2. TIMELY INSIGHTS & IMPROVED VISIBILITY

SFU experienced several instances where call volume spiked, one being the Monday following a holiday. Prior to using the Telax cloud-based solution, SFU was unable to foresee or prepare for these trends. Now, with robust metrics and reporting at their fingertips, SFU can quantify best cases and averages, and determine call volume trends and First Call Resolution (FCR) statistics.

SFU also gained visibility into the busiest departments and learned that one area received 80 percent of all calls. Now SFU can plan and prepare more efficiently. And, with the flexibility and customization of Telax’s cloud contact center solution, SFU achieved a right-sized fit that allows them to only pay for what they need.

3. HAPPIER CALLERS & HAPPIER AGENTS

SFU is now able to record calls and gain valuable insight into why callers are reaching out. This information helped SFU enhance customer service and better support and train agents. By being able to better plan and prepare, agents are now happier and less stressed. This has resulted in happier callers and a better student experience overall. SFU was able to streamline operations, centralize its communication, and gain complete visibility into its Student Service Centre operations. As a result, the caller experience has drastically improved.

“The caller experience at SFU has gone from 10 behind the curve to out in front.”

Patrick L., Director of Business & Policy Analysis, SFU

Plans for the Future

There is still so much more that SFU can do with its cloud contact center platform. In the future, SFU plans to look deeper into additional available IVR functionality. They also plan to incorporate additional channels, such as web chat, social, and email. Likewise, SFU intends to leverage the powerful reporting available to them to gather additional insights and intelligence from students about their experience.

The university also wishes to expand all functionality into other departments throughout the institute. All of these plans will help SFU streamline workflow and enhance the student experience even further. With Telax at its side every step of the way, SFU certainly has the right partner and the right technology to get there.

For more information on how Telax® can help your growing business, **call one of our friendly reps at 1-888-808-3529**

For a hands-on experience of the **Telax® Cloud Contact Center solution**

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