Princeton University goes virtual to raise the grade

Move to cloud-based customer experience platform gives agents flexibility

Princeton University is globally recognized for academic excellence and is one of the top research facilities in the United States. They have more than 1,100 faculty members who instruct 5,200 undergraduate students and 2,600 graduate students. The 500-acre campus also is supported by 1,100 administrative staff.

A challenging course

The Princeton Facilities Customer Service Center handles questions and requests from students, faculty, and staff regarding services ranging from window repairs to electrical outages. The small staff of three supports a base of over 10,000 customers and receives more than 120 calls per day.

Princeton had been managing their contact center through the use of a four-year-old ACD system. When the system crashed in the middle of a fiscal year, Princeton had limited time to find additional capital expense, and needed a new solution quickly to streamline and improve operations.

The old Princeton system was failing in several key areas:

- **Reliability**: Princeton continuously experienced many issues with their four-year-old ACD system used to route and deliver incoming calls to their small staff. Then the warranty on the Windows NT server ran out, with a replacement cost of $30,000.
- **Affordability**: The vendor offered little or no technical support and maintenance costs were prohibitive. Also, in the event of an emergency, there was no local backup system in place.
- **Flexibility**: Making day-to-day modifications to reflect changes in the contact center operation was difficult and very expensive. An inability to track customer behavior made it virtually impossible to apply best practices and improve contact center performance.

To eliminate these issues, Princeton sought a cloud-based contact center solution. After evaluating numerous vendors, Genesys was chosen for their record of customer service and platform stability.

**Customer**: Princeton University  
**Industry**: Education  
**Location**: Princeton, NJ

**Challenges**
- Replace outdated call center system with no upfront costs
- Provide easy and cost-effective way to make modifications to system
- Track and report call center metrics to improve performance

**Solutions**
- Genesys Customer Experience Platform
- Genesys Self-Service
- Genesys IVR
“The Genesys Customer Experience Platform allows flexibility in how we act as agents. The system is very efficient; it minimizes hold times and provides a level of reporting that has been a real eye-opener. It has made a dramatic improvement for our team and our callers.”

Jen Whiting, Customer Service Manager

During the decision-making process, Princeton also took advantage of the Genesys Customer Experience Platform, which allowed them to build a test application using actual call routing scenarios. Because the platform combines ACD and Self-Service IVR functionality in one, easy-to-use interface, the solution was a perfect match for Princeton.

The need for seamless switching

In only a few weeks, Princeton went from test application to live application, seamlessly moving to the cloud from their old hardware-based ACD. Princeton set up and trained staff on how to handle initial call routing and agent-to-agent routing. As an added bonus, the Genesys Self-Service IVR functionality screened calls and collected customer data upfront for a more personalized experience.

With Genesys, employees of the Princeton Facilities Customer Service Center were able to manage their own availability by checking in and out through both the phone and web. Agents can even be available via mobile phone if needed, such as during inclement weather.

Finally, Princeton set up a local backup system to ensure that it would be able to regain local routing and receive incoming calls in the event of an emergency. If an emergency is reported after hours, the voice prompting system captures the information as a text (SMS) file and emails it to the appropriate department representative. This routing function has eliminated the need to check voicemail and maintain a separate email inbox.

Making the grade by moving to the cloud

With the Genesys Customer Experience Platform, Princeton now has easy 24/7 web-based administration to make updates or changes to the contact center application. Call flows can be quickly changed, pre-recorded messages can be updated, and call queues or agents can be added right from a web browser.

Real-time reporting enables Princeton to monitor calls and agent activity. Princeton can now track what happens when a customer is on hold and reduce the number of hang-ups, by making appropriate changes to the routing system.

“The Genesys Customer Experience Platform allows flexibility in how we act as agents, which has allowed our department to stay small,” said Jen Whiting, Customer Service Manager at Princeton University. “The system is very efficient; it minimizes hold times and provides a level of reporting that has been a real eye-opener.”

The biggest benefit of the Genesys application is peace of mind. As a fully hosted application, no IT support or maintenance costs are required. The worry-free application lets Princeton focus on providing the highest level of service to their customer base.

RESULTS

24/7 administration over call center solution

Reporting capabilities for call center metrics and customer data

Flexibility for agents and systems during emergencies

Streamlined after-hours notification system

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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