

# LIVEPERSON SUCCESS STORY

## *University of New Orleans Uses LivePerson Contact Center to Enhance Communications with Students and Parents*

### University Overview

The University of New Orleans (UNO) is located on the south shore of Lake Pontchartrain and only minutes from downtown New Orleans and the French Quarter. With an enrollment of about 12,000 students, UNO offers both undergraduate and graduate degrees through the doctoral level. UNO's five colleges offer a variety of studies in business administration, education, engineering, liberal arts and sciences.

### The Challenge

After Hurricane Katrina struck in August, 2005, New Orleans was officially closed down. The University of New Orleans was forced to abandon its main campus for the foreseeable future. Some 18,000 students from all over the country had been enrolled at UNO at the time.

Closing the city caused a great deal of confusion for the University's students and their parents. Would there even be a Fall 05 semester for UNO? For those entering their senior year, would they be able to graduate on time? Many planned to transfer to other schools while the city recovered from the disaster, but how could they get copies of their transcripts if the Office of the Registrar was closed?

The UNO administrative functions – Admissions, Student Financial Aid, Office of the Registrar, Bursar and many others – set-up temporary operations in Baton Rouge and later, after parts of the city were re-opened, in the Jefferson Center, a satellite UNO campus. The biggest task at hand was answering the thousands of questions pouring in each day. Unfortunately, the administrative staff had – quite literally – one single phone line per department. For all intents and purposes, reaching the University by phone was impossible.

### LivePerson Solution

While phone lines were in short supply, computers and access to the Internet were not. Longin Gogu, Assistant Director for Admissions Data Management, established a live chat operation using LivePerson Pro. It took him just a few days to deploy and train his staff on how to use live chat.

Operators, working two at a time, became the main point of contact for the Office of Admissions. UNO made the decision to offer its Fall classes online and it fell to the chat operators to provide students the information they needed to register for them. Additionally, they answered all questions that would normally be directed to the other administrative offices, from applying for financial aid to instructions on transferring credits to or from another school.

With an abnormally high volume of inquiries and one communications channel available, the chat operators quickly became experts at chatting with up to five or six students and parents concurrently.

“

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One of our main efforts is to provide the best possible customer service and LivePerson is a great tool that helps us to achieve this goal.

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Longin Gogu Assistant Director for Admissions Data Management

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How many chats did they handle during that period? “We have no idea. We didn’t have time to set-up the reporting features, or even to create canned answers. As soon as the service came up we pretty much concentrated on answering inquiries from concerned students and parents as quickly as possible. But the volume was substantial,” said Mr. Gogu.

## UNO Expands LivePerson Services Once Campus Life Returns to Normal Operations

Because live chat helped UNO get through its difficult period with such efficiency, when the campus re-opened in the Spring of 2006, Mr. Gogu and his team opted to make LivePerson services a permanent component of their operation.

UNO now uses LivePerson Contact Center, a solution that offers live chat, click-to-talk, email management, and a self-service FAQ tool called Knowledgebase. Only now UNO has had the time to upload canned answers to the knowledgebase, and establish escalation procedures

when inquiries come in that the chat agents are unable or unauthorized to answer.

With the help of canned answers, five chat operators now comfortably serve as frontline support for the Office of Admissions, answering questions regarding admissions, financial aid, Bursar, new student orientation, the Registrar, student housing, among others, or pointing the students in the right direction in order for them to get the answers they need. These agents are able to handle the bulk of the questions that come to the University in real time, impressing the students with quick, accurate answers.

“Live chat has become the preferred method of communicating among students and parents alike,” says Mr. Gogu. “With live chat, questions are answered immediately. That’s not the case with email.”

And live chat helps UNO recruiters communicate with prospective students while they’re on the road. Armed with laptops, recruiters use live chat to answer questions, describe the benefits of UNO, and provide a high level of responsiveness to their most important prospects.

Office of Admissions THE UNIVERSITY of NEW ORLEANS

“The College of Sciences at UNO offers challenging yet rewarding programs of study. As a Biological Sciences major, I am confident and prepared to pursue a career in any branch of biology...”

Learn more...

Admissions Home | Freshmen | Transfer | Graduate | Non-Traditional | International | Parent Information

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- Admissions Home
- Admissions Applications
- University Brochures
- Scholarship Information
- Meet Your Recruiter
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- Residency Regulations
- Expenses, Facts...
- Alternative Ways to earn College Credit

Welcome to the Office of Admissions at the University of New Orleans

New Students for Fall 2007 and future semesters

**APPLY HERE**

Schedule a Campus Visit

Check Out Campus Event Now

Visit our New Parent Information Web Site

Contact Admissions

- Chat Live
- Talk Live
- Send an Email
- Search FAQs

Headlines

➔➔➔

New Customer Service features available! You can now contact the Office of Admissions online and

- Chat with us live

Five UNO chat operators now comfortably serve as front line support for the Office of Admissions.

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## Click-to-Talk

For students and parents who prefer to communicate via phone, Click-to-Talk, available through LivePerson's LiveCall service, provides the perfect solution.

With LiveCall, visitors who click on a 'click-to-talk' button on the Office of Admissions homepage are prompted for the phone number where they want to be reached. The moment a UNO agent accepts the LiveCall request, the call is placed to the parent or student.

LiveCall automatically sends complete information about the visitors – what page they're on, how they arrived to the UNO site, any searches they may have performed or applications they may have started. Right from the start, UNO agents are able to provide immediate – and relevant – assistance

## Self-Service FAQ/Knowledgebase

The knowledgebase supplies access to valuable information regarding the University and its academic policies in a user-friendly format. For instance, students can get concise answers to questions regarding freshmen admissions criteria, transfer information, the University's applications priority dates, and how to apply for financial aid quickly and easily. This instant access to critical information helps students stay focused on their tasks at hand, be it applying for admission or transferring credits from another university.

## Tangible Results

In addition to receiving considerable praise from students and parents, the Office of Admissions has discovered that live chat offers significant benefits for its entire operation.

"LivePerson Contact Center helps our office be more proactive and customer-friendly with prospective students, applicants, and current students. One of our main efforts is to provide the best possible customer service and LivePerson is a great tool that helps us achieve this goal," said Mr. Gogu.

Thanks to the nature of live chat, UNO agents are able to

handle sessions with multiple students at the same time. Time-saving features, such as canned answers and push-pages, help the agents provide immediate and accurate information. For prospective students who want to attend a school that's attentive to their needs, live chat helps put UNO in its best light.

## About LivePerson

More than 8,500 small and mid-size business (SMB) customers use LivePerson's award-winning live chat and contact center solutions to improve customer service, increase online sales, and manage interactions across all channels: chat, voice, email, and self-service knowledgebase.

## Contacts

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