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| SLCC Logo | Contact Center |
| 2021-2022 ANNUAL ASSESSMENT  SUMMARY OF RESULTS |

Project (Assessment) Title:

Secure a better CRM for the Contact Center to better coordinate student engagement, centralize data, and streamline internal collaboration and or services across the College.

College-wide Strategic Goal

Secure Institutional Sustainability and Capacity

Mature Processes to Improve Productivity and Data-Informed Decision- Making

Increase student completion

Increase college participation

Assessment Overview

The Contact Center can benefit from a CRM that will integrate with other SLCC systems, document engagement, and keep student data consistent and up to date between systems and across the college. Currently we use various systems, switching from one to another during student interactions which can take away from our team’s productivity, and student experience. It’s critical for us to find a better system that can utilize a single platform and integrate, store, track, and transfer information automatically. This will empower our team to deliver an improved student experience by accessing all the information they need using just one CRM.

Methodology (Plan/Method)

1. Review SLCC systems audit to see what CRMs are currently being utilized, what services they are providing their current users, and determine if a consolidation of CRMs and pooling of financial resources are possible. Explore options that currently exist at the college before looking into adding a new CRM at this time.
2. Update SLCC systems audit to see if other data systems have been added.
3. Work with Mark Officer, Robin Howard, Bill Zoumadakis, and Kelsey Pesta to review audit and identify what will work best for the Contact Center.
4. Work with the Banner Student Core group to find what system integrations are available with Banner and help to prioritize existing systems.
5. Collect and analyze data to identify what CRM best fit our needs and conduct testing of CRM and or other systems.
6. Report Findings

Timeline

October – November: Review systems audit from 2019 conducted by Mark Officer and update SLCC systems to 2021. Reach out to departments to update, if necessary.

December: Review current system integrations with Banner or MySuccess. Explore other CRMs that can benefit our department and current systems.

January: Assess results of review and test systems or CRMs

March: Members of Contact Center team along with IT Help Desk and other teams were invited to test Ring Central for viability and compatibility with system operations needed.

April-June: Meetings with IT, Ring Central on systems compatibility, contacting, integration with existing systems, etc.

Results/Finding (Disaggregated by race/ethnicity)

Through research with multiple CRMs, our OIT narrowed down the selections to Ring Central, G12, and 8X8. Demonstration meetings took place with all three companies. When comparing the companies, OIT looked at the features each provide, the cost, support for change to system from CISCO, and ongoing support. OIT also got input from other USHE peers and our current voice support product. In the end Ring Central was the preferred choice and in March 2022 OIT entered into a Proof of Concept (POC) and members of the Contact Center were invited to help test and be more involved with the meetings with Ring Central.  Ring Central is a cloud communication and collaboration solution.  It’s all in one cloud phone system provides phones, team messaging, video conferencing, texting, and a complete contact center system.

Action Plan (Use of Results/Improvements/Call to Action)

OIT is in the contract negotiation phase with representatives of Ring Central. There is a weekly meeting with members of OIT, Ring Central, and Contact Center. We are working out the integration and phases of training once Ring Central goes live and out current CISCO product is phased out. The Contact Center is being very vocal on the appropriate timing of the roll out of Ring Central to allow for adequate time for training on the new system and seamless service of our students and community members as we approach the rush hours leading up to the start of fall semester 2022. We have advocated for a September 15 roll out so that service to students and community members is not interrupted. Training and some switchover will occur prior to that date for others at the College.

The Contact Center is advocating for use of the texting functionality of Ring Central for use with the Online Success Coaches. There have also been requests to use texting by other Student Affairs groups, namely the CARE Team thinks that this could be a good replacement for SignalVine. More research and conversations with OIT and Institutional Marketing will need to take place before this can be finalized.

Other Notes

Ring Central provides effective communication management with a multi prong approach encompassing phone, video, text, and metrics to handle communication that can improve team collaboration, facilitate remote work, and enhance the student experience.  It offers a comprehensive set of enhanced analytics solution and will be a great asset to our department.  Each team within the Contact Center (Inbound, Outbound, and Online Success Coaching) would be able to use this system to help streamline the work and strengthen our efforts.  There are still outstanding questions regarding the integration with Starfish which would further our objective of having one system that all teams could use for their programming. OIT will investigate this later in the integration process.