INTRODUCTION

Ed Tech Case Studies

EdTech is changing how students consume education and is transforming learning into a highly personalized, immersive, multimedia experience. Online learning platforms offer students broader access to education variety of choices and content across various streams.

PROBLEM:

SKILL-BASED, PRIORITY-BASED, ATTRIBUTE-BASED AGENT ROUTING.

TRACKING OF LEADS AND ASSIGN OWNERSHIP OF LEADS TO AGENTS.

MANAGE DISPOSITIONS ON COURSE AND STUDY MATERIALS/PREPARATION PAYMENT/ABANDONED ETC.

SOLUTION:

ROBUST, SCALABLE PLATFORM FROM SLASHRTC WITH OUT OF THE BOX CALL ROUTING FEATURES AS DESIRED AND INTEGRATION CAPABILITIES WITH SAAS BASED CRMS.

STICKY AGENT MAPPING AND ASSIGNING OWNERSHIPS TO LEADS ONCE DIALED.

DETAILED CRADLE TO GRAVE REPORTING AND CALL TRACKING. REALTIME AND HISTORICAL REPORTING GRANULARITY TO PROVIDE THE MINUTEST DETAIL IN THE JOURNEY OF THE CALL.

REALTIME CALL LOGS UPDATED IN THE CRM
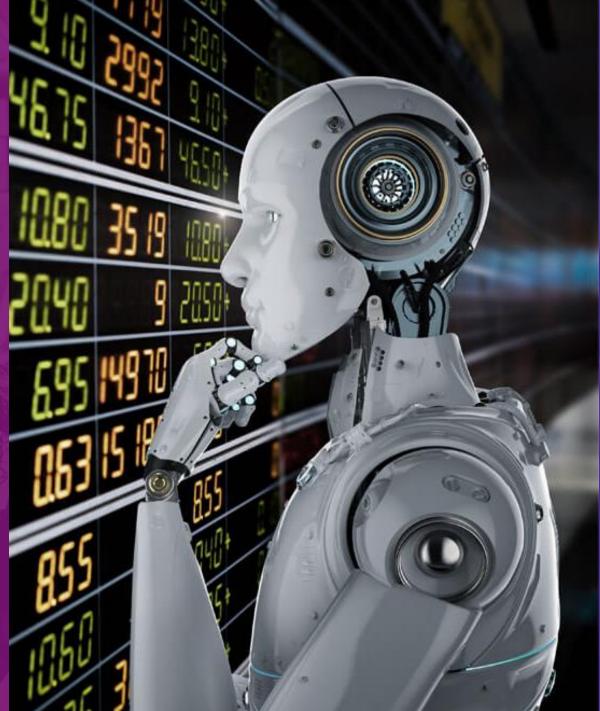
KNOWN ISSUES FOR ED TECH ORGANISATIONS

Large volume of missed calls, inefficient student-mentor interaction, lower rate of lead qualification and conversion ratio. Delayed enrolments and orientation.

No online infrastructure, large call volume, inefficient tracking of follow ups and missed calls

Inefficient monitoring of calls and recording of queries, no provision to assist students after office hours, inefficient customer service

No online medium for interactions except email

Low provisioning to communicate and share data online except website

SlashRTC

THE SOLUTIONS

Intelligent Call Routing

Intelligent call routing to the right skillset of customer service agents. Tight CRM integration to pave way pull leads and and push post call updates back in the CRM. Single number to reach the Agent/counselor/lead-owner. Agents will be reachable on their personal number mapped. It is possible to even have virtual numbers mapped across to each agent. Route call to next Agent skilled with similar attributes or proficiency. Route calls to remote Agents on their mobile to allow #WFA.

Cloud Contact Centre Solutions

Artificial Intelligent Based Conversational IVR for 24/7 availability. Multilingual support for various kinds of customers. Fully customizable and ready to be integrated with any CRM or business application. Excellent call monitoring facilities to track quality of customer service. Complete tagging of customers during closure of calls to understand customer hierarchy

On-Premise, Cloud or Hybrid Solutions

For certain EdTech clients, date security and protection of Personal identifiable information of customers must be guarded with utmost care. SlashRTC secured environment provides 100% encryption of data and PIIs are redacted. Offering On-premise Solutions with customer-owned telephony (PRI) with emphasis on automated outbound campaigns using the dialer functionality. Cloud Solutions for organizations who wish to take their communications via the cloud with least deployment time, No CAPEX and all functionalities. Hybrid Solutions are for clients who want a mix depending on Organizational requirements.

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The Result

Intelligent Lead Distribution

All agents are intelligently allocated leads based on their skillsets so conversion rates could be optimized.

Real-time Monitoring

Real-time visibility of customer service agents across multiple locations to analyze their performance with call barging and snooping capabilities

Improvement in Response Times

Faster data collation – Improvement in providing real-time access to reports

Calls & Multi-level Tagging

All calls made/received on the agents mobile or softphone gets auto logged in the CRM. Call closure disposition can also be defined for each customer.

No Capex Investment

In terms of Cloud solutions, there are no capex investments

Complete Automation

Automated call flows & IVRs have made the organization systems inherently efficient

A Consolidated & Reliable Call Centre

Agents were dispersed across locations in India. Using a single system we have consolidated all customer agents under a single platform

24/7 availability & efficiency

A single platform to monitor all business communications has simplified the tracking & monitoring process while simultaneously improving the call center's availability.

Higher Sales and Cost Savings

50% increase in net sales and 30% of long term cost savings.

SlashRTC

CRMS WE INTEGRATE WITH

Some of our Ed Tech clients

Case Studies