

## Installation Spotlight

# Colgate University



**Colgate University, a nationally renowned liberal arts college founded in 1819 in central New York, was experiencing difficulties in managing their switchboard call traffic. The school's Campus Safety staff was tasked with responsibility for call handling on a 24/7 basis, and rising call loads were becoming increasingly difficult to balance with the many other duties assigned to the department. The school was also looking for a way to improve customer service by maintaining a consistent and high quality call answering method,**

**which often varied depending on the answering style of Campus Safety dispatchers and student workers.**

## The Solution

Colgate installed Parlance's automated operator services solution in December of 2011 to answer all public and internal calls. Parlance worked hand in hand with Colgate staff to compile a comprehensive directory of all campus personnel, departments, and resources to ensure that callers to the campus are able to connect quickly and easily with their desired destination via the new solution. An ancillary benefit of this directory compilation and implementation effort was to mitigate the effects of the elimination of printed phone directories -- a costly resource.

## The Result

Within months of installation, total call volume to Campus Safety dispatchers and student workers was reduced by 66%, allowing Campus Safety staff to attend to other duties and reducing the need for paid student worker assistance.

"Parlance has been a real game changer for my department." says Bill Ferguson, Director & Chief of Campus Safety at Colgate. "And the response from both public and internal users has been tremendous. I even had one employee tell me that they thought this was the best communications enhancement made on campus since email!"