For nearly 25 years, colleges and universities nationwide have depended on Parlance Service to greatly reduce operational costs while modernizing and improving the first 30 seconds of every caller's experience. We turn the campus directory into a speech-driven tool, providing callers friction-free access to any department, staff member, or campus location. Parlance speech recognition automation reduces call volume by more than 70% by eliminating the need for operators, public safety and call center/help desk staff to perform repetitive call routing functions. With Parlance relieving the burden of routine transfers and poor self-service, fewer operators are needed. As a managed service, Parlance offers not only industry-leading technology, but guaranteed ROI. The Parlance solution is ideally suited to meet the call handling demands and budgets of today's leading colleges and universities.

Reduce Operational Costs & Solve Call Handling Problems

Colleges and universities are increasingly unable to bring in enough revenue to cover costs and deliver on their unique value proposition. Many institutions have high discount rates, fund-raising has been compromised because the number of alumni who give has fallen, and most institutions don't have endowments substantial enough to support their costs over time. Demographics are beginning to hurt traditional colleges and universities as the pool of 18-year-olds is starting to decline. In addition, large fixed costs — tenured faculty, debt payments associated with financing buildings and building-maintenance costs — place institutions in jeopardy without an ability to adjust.

Against this backdrop, Parlance solutions provide operational efficiencies that reduce overall call management costs for institutions of all sizes. The resulting streamlined operations ensure ample coverage, while also improving the quality of service for public callers, staff, and students.

Higher education faces unique challenges that make traditional staffing and shift coverage problematic. Significant variations in call loads for specific destinations, depending on the season and stage in the semester (Financial Aid, Registrar's Office, etc.), make the need for more efficient operator services apparent. Enabling sufficient shift coverage to handle peak call demand can be prohibitively expensive, but menu-driven auto attendants and spell-by-name solutions are too outdated to meet the demands of today's callers, and often suffer from usability and accuracy issues that negatively impact the caller experience. Many institutions use a combination of full-time operators along with paid student workers, both at the switchboard and helpdesk. Additionally, campus safety officers often need to route calls both during regular hours and after hours. As a result, customer service can be inconsistent.

Parlance has been managing speech recognition solutions for higher education since 1996. During that time, the call management requirements of colleges and universities have changed dramatically. In the face of a decline in inbound phone calls, many schools are reexamining their switchboard

operations and implementing new strategies to reduce costs, while remaining responsive to seasonal call load demands and customer experience expectations. Consolidation is becoming an increasingly common tactic. But without a solid strategy to improve efficiency, the goals of cost reduction and high service levels can be elusive.

The Parlance Service Solution

Parlance enables callers to speak naturally and connect quickly when they call colleges and universities on the phone, providing friction-free, voice-driven access to the resources they need. No long hold times, no confusing menus, no numbers to press on a dial pad. Callers with routine requests ("Financial Aid", "Susan Smith", "Northwest Computer Lab", etc.) quickly connect to their destinations, while callers with more complex requests immediately connect to support staff. With Parlance relieving the burden of poor self-service, fewer staff members are needed to provide live support.

With Parlance, callers get what they want:

➔ 1st ring answer, and no hold times

➔ An easy, consistent caller experience

➔ Fast connection to departments, staff members, and campus locations

Powerful Applications

Parlance solves a variety of problems that meet the demands of higher education:

➔ **Skills-Based Routing**: Directs callers to the right representative according to their geographic location, academic major, or enrollment program

➔ **Business Continuity**: Maintains the availability of campus resources for callers in the event of an unplanned occurrence or emergency

➔ **Directory Administration**: Develops and manages a comprehensive institution-wide contact data directory, compiled from an unlimited number of customer data sources

The Managed Service Difference Provides Significant Benefits

Parlance delivers every implementation as a managed service. Parlance guarantees performance, addresses analysis and correction of directory-related connection errors, and takes responsibility for system availability, hardware and software upgrades, and system monitoring. Parlance also relieves customers of common administration and performance-related tasks, leveraging a wide array of tools and expertise to assure the solution's ongoing performance. The end result for colleges and universities is a highly impactful solution that reduces call handling costs and requires little staff time from your IT or Telecom resources to monitor, maintain, and administer.

))) **Parlance**®

400 West Cummings Park,
Suite 2000
Woburn, MA 01801

info@parlancecorp.com
Tel: 888.700.NAME (6263)