Installation Spotlight
Texas A&M University

Texas A&M University is the oldest higher education institution in the state of Texas. It ranks as the fourth largest university in the United States with enrollment of nearly 50,000 students occupying a 5,200 acre campus.

The Challenge

The university's strategic initiative to outsource many campus operations necessitated that the school find a vendor to handle their operator services. More specifically, Texas A&M sought a solution that could reduce operator workload and streamline the management of operator services.

The Solution

Texas A&M issued an RFP for automated call handling solutions. Parlance responded, and after internal analysis of the RFP responses, the university selected Parlance's speech self-service solutions.

Parlance's customer partnership began with the assignment of a Service Engineer to review Texas A&M's current operation and objectives for Operator Assistant service. Parlance then began integrating the Operator Assistant components that would meet those needs. The first step was developing simple and efficient solution dialogs to emulate the human experience for callers. Parlance next worked with Texas A&M's IT resources to establish an accurate contact data directory and updating process -- a crucial component in maintaining ongoing performance.

Eight weeks after selection, the solution was complete, performance had been assessed, baseline metrics were established, and Parlance began acting as the primary call management solution at Texas A&M.

The Result

"Parlance has been able to help us overcome a historically labor intensive operation, and we're looking at an ROI of 5X our Parlance investment in the first year alone," says Mark Herro, IT Manager, Telecommunications at Texas A&M.

Parlance solutions automate between 50-60% of the university's calls on any given day. Calls are answered promptly (1.5 rings), and callers immediately request their destination. Those who are unclear of their destination are transferred to the university's Help Desk. The Parlance solution is on duty 24/7.

Parlance provides ongoing performance monitoring, directory management, pronunciation verification, fine-tuning, and analysis of the solution. Texas A&M receives scheduled performance reports, and can access report data on key metrics at any time.

"The implementation process was very smooth. Not only has our operator call load been reduced dramatically, but we spend virtually no time at all on managing the system, thanks to Parlance's service model," Mark Herro continues. "To say we're pleased with this solution is to put it mildly."