



Case Study

Higher Education Help Desk Solutions **Enhance Alumni Experience**

Dartmouth College seeks support for their alumni help desk, creating a positive alumni experience and improving customer service.

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DARTMOUTH COLLEGE

Dartmouth College is an institution of higher education located in Hanover, New Hampshire where approximately 4,300 undergraduate and 2,000 graduate students from 71 different countries enroll annually. As a member of the Ivy League, Dartmouth consistently ranks among the world's greatest academic institutions. Dartmouth has produced some of the brightest minds, and has made an impact all over the world with their network of more than 80,000 alumni.

CLIENT CHALLENGE

For decades, support of alumni had been decentralized at Dartmouth. The College Office of Alumni Relations supported class, club, and affiliated group tools, as well as their alumni directory. The Office of Admission supported alumni who served as volunteer interviewers. The librarians helped alumni navigate the digital library resources. Dartmouth's professional schools, Tuck, Thayer, and Geisel, all provided their own alumni support services. And so on.

What ranks highest in customer satisfaction in their help desk experience?

(Source: Genesys Global Survey)



78%

**Competent
Service Reps**



63%

**Resolving
Issues Quickly**

If you asked any of those college offices if their alumni support services worked, they would have answered: "Yes." So, what prompted change?

In 2010, Dartmouth made the decision to implement an identity management system that included alumni. At that same time, Dartmouth embarked on a number of major upgrades and conversions to new technologies supporting alumni and volunteers. Many of the services were to be hosted on an iModules platform (online giving, email marketing, event registrations, content management systems) and dozens of others would impact alumni.

The magnitude of the change was massive. Dartmouth knew there was an opportunity to reimagine a new service for alumni that would:

1. Put alumni support as the top priority, not competing against faculty, staff, and student needs.
2. Provide support during hours when alumni need help, which includes nights and weekends.
3. Expand and contract during busy times (i.e., technology changes that required extra support or periods of deadlines, such as the fiscal year end for fundraising or application deadlines for admission to Dartmouth).
4. Provide a consistent message about services, support, and Dartmouth.
5. Keep up with the changes in technology (Dartmouth knew services would continue to go online and behind authentication, so access to and use of these services would be critical to successful adoption).

From the alumni perspective, the need was to provide reliable, timely, accurate, and helpful information to alumni. From the Dartmouth perspective, the need was to provide an affordable service that could scale and adapt as needs changed.

"Today, there is a team of Aureon employees that provide dedicated support for Dartmouth alumni and volunteers who have questions or need assistance or training on the use of a wide variety of online resources. Aureon has enabled Dartmouth to understand the impact that the help desk service has on alumni engagement."

JUDY DOHERTY,
DARTMOUTH COLLEGE

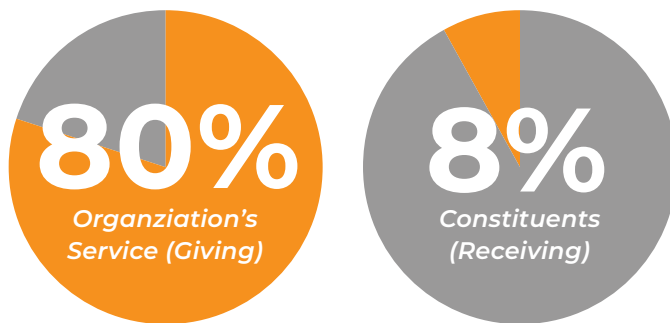
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THE AUREON SOLUTION

Dartmouth decided to respond to the situation by looking for a partner to help them with alumni support. In 2013, Aureon and Dartmouth partnered together to deliver this critical service to alumni. Since then, Aureon has recorded an average of 9,000 contacts per year from alumni. Using the contact systems and service analysis methodologies, Aureon is able to provide decision support data to Dartmouth as they work together to continually improve the service for alumni.

Perception of Exceptional Customer Service

(Source: Genesys Lee Resources)



BUSINESS IMPACT

Here's where they are today:

- Aureon provides a seven days a week service, analyzing data and providing recommendations to Dartmouth regarding staffing levels and service offerings. Dartmouth has shifted staffing levels and hours as a result of the data that Aureon has provided.
- The Dartmouth Alumni Help Desk agents spend time with alumni. While some calls are quick, Aureon staff spend time with alumni. The average phone call lasts nine minutes, but some calls exceed an hour.

- The Aureon team provides training and task/project services. They will teach alumni how to use the technology tools available to them, or they will do the work for alumni (i.e., update contact information in the directory, send an email message to classmates, add or change content on the web site).
- Aureon can quickly expand services as planned or unplanned when the Alumni Help Desk experience volumes that exceed the staffing levels. For example, in 2015 Dartmouth changed how faculty, staff, students, and alumni logged into secure systems and Aureon provided the "after hours" support for the entire institution (including students, staff, and faculty).
- The Dartmouth Alumni Help Desk has received consistent customer satisfaction scores of 94 percent to 98 percent.

Dartmouth's partnership with the Alumni Help Desk Service has come a long way since its start in 2013. Today it is a well-established service that consistently receives this kind of feedback (Qualtrics survey comments from the June 2017 survey):

"Staff person stayed with me for ~20 minutes while he made sure I was able to reregister within the alumni register and forum. He had great patience and exactly the right information. I am sure that level of service is appreciated by all alumni who request help."

"No improvement needed. Staff person spent relaxed amount of time with me (age 77) to solve my problem."

"Thank you so much! You were so prompt and so helpful!"

In addition, Dartmouth ended fiscal year 2016 with gifts and commitments totaling, 318.8 million, which is a 74 percent increase over a five-year period.

Dartmouth continues to adjust, learn, and evolve in its use of the Aureon services. Dartmouth knows that the more it can leverage Aureon's services, the more capacity Dartmouth staff will have to manage program strategy and new initiatives.



For more information, visit AureonContactCenter.com
or call 800-588-4082..

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