

University of Michigan migrates its contact center to Amazon Connect and launches customer satisfaction surveys

Company Summary

The University of Michigan (Michigan) is a public research university in Ann Arbor, Michigan. Established in 1817, it is the oldest institution of higher education in the state and is known for its rigorous academic programs, diverse research opportunities, and vibrant campus life. The University of Michigan serves over 52,000 students, including 33,000 undergraduates and 18,000 graduate and professional students.



INDUSTRY

→ Technology

SEGMENT

→ Private

REGION

→ LATAM



THE CHALLENGE

Retiring legacy infrastructure requires migration to a new contact center platform

The University of Michigan's Information and Technology Services (ITS) department previously supported approximately 60 contact centers and 700 agents running on Cisco's UCCX Call Manager software. Michigan needed to retire these contact centers within three months and required professional services to migrate three of the larger units to Amazon Connect.

Michigan sought qualified Amazon Connect Service Delivery Partners to handle the migration, installation, and integration of these three contact centers. The major goal of the project was to migrate three units from its current contact center to Amazon Connect in an accelerated time frame. The project included requirements gathering, configuration of non-production and production environments, integrations, training (Train the Trainer), implementation and ongoing operational support after implementation.

Additionally, the university wanted to track how quickly customer issues are resolved in the contact center and gauge the level of customer satisfaction from students using it.

THE SOLUTION

Migrating contact centers to Amazon Connect and CloudHesive ConnectPath

The university turned to CloudHesive, who helped position Amazon Connect and CloudHesive ConnectPath as the solution of choice as the replacements for the university's Cisco Call Manager. The university had opted to use Zoom for communications and asked CloudHesive to integrate it with Amazon Connect and CloudHesive ConnectPath for its contact centers.

Leveraging its prebuilt integrations with ConnectPath, CloudHesive migrated three contact centers to Amazon Connect and CloudHesive ConnectPath by the three-month deadline.

Additionally, in a second phase, CloudHesive delivered a customer satisfaction (CSAT) environment for Michigan. By enabling a CSAT post-call survey, the university can use the results to fine-tune the experience and better understand its students' IT needs. CloudHesive also deployed Amazon Connect Tasks, a feature of Amazon Connect, that enabled Michigan to prioritize, assign, and track all contact center agent assignments to completion. This enabled the university to dynamically prioritize and assign tasks based on agent skill set and availability.

Amazon Connect Tasks and the CSAT survey helped the university ensure that customer issues are quickly resolved, which in turn helped increase CSAT scores.

THE BENEFITS

Establishing baseline customer satisfaction metrics as a springboard for improvement

The University of Michigan has continued to expand the Amazon Connect and ConnectPath solution into new departments. The university has taken more ownership and has shifted the majority of maintenance and support capabilities back to its own IT department.

Additionally, implementing a post-call CSAT survey has provided the university with a baseline for its quality control metrics, and Amazon Connect Tasks provided the means to improve prioritization. The survey now provides solid data on how the system and its agents are handling IT requests from students as well as helping the university identify areas for improvement.

Services that Drive Success

DEVOPS

- Deployment of Amazon Connect for contact centers
- Deployment of ConnectPath
- Integration with Zoom for communications

Customer benefit summary

- Migrated call centers to Amazon Connect in three months
- Established post-call customer satisfaction survey for baseline CSAT metrics

AWS Technologies used

- Amazon Connect

CloudHesive technologies used

- ConnectPath

Third-party technologies used

- Zoom

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