

CENTRAL MICHIGAN UNIVERSITY

BUSINESS PROBLEMS

- Needed a support solution for an increasingly geographically-dispersed faculty, staff and students
- Required a remote support solution with cross-platform capability that could support both PC and Mac users
- Needed to meet the requirements of in-coming, tech-savvy students, who seek online forms of support, including click-to-chat Scope

SCOPE

- 110 support reps servicing 5,000 Faculty/Staff employees and over 25,000 students, including remote as well as on-campus users

RESULTS

- Improved overall client satisfaction scores
- Decreased time-to-resolution
- Reduced the number of overall escalated calls
- Improved productivity with the support desk team

CUSTOMER PROFILE

Founded in 1892, Mount Pleasant-based Central Michigan University is one of the nation's 100 largest universities, offering more than 200 academic programs at the undergraduate, master's, specialist and doctorate levels in 60 locations across the globe and online.

SIGN OF THE TIMES - SUPPORTING STUDENTS AROUND THE GLOBE

As CMU's off-campus and online enrollment continued to expand, the Office of IT realized it needed a more effective and flexible way to support geographically dispersed students and prospects. Historically, support was provided to students through a variety of ways, including on-site visits, which often take longer and cost more than other methods. With the growth of distance learning, on-site support was no longer an option. In addition, the Office of IT realized that failing to meet the expectations of the new generation of tech-savvy students, who require a fast, convenient and highly successful process for technical support, could negatively impact student enrollment and the success of CMU's online education programs.

Therefore, as a broader part of the university's strategic initiative to "provide infrastructure and resources sufficient to advance the institutional mission and priorities," the Office of IT launched a search for Remote Support Automation, an organized support methodology for quickly resolving high-level technology problems in situations that would simplify the complexities of long-distance technical support.



"Since implementing Bomgar, we're finding average time-to-resolution is less than half when comparing chat support with phone support, the students at CMU would agree."

**Jeffrey McDowell,
Help Desk Manager
CMU**

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WHY BOMGAR

The Project Committee evaluated several solutions but chose Bomgar because “the overall application was far superior to any of the others solutions,” said Jeff McDowell, Help Desk Manager, Office of Information Technology, CMU. “The selection of Bomgar was a unanimous decision made by a committee of 13 people from many different areas of campus.”

The most important features for CMU included Bomgar’s cross-platform support capabilities, or the ability to provide secure remote support from virtually any system – including Mac, Linux, and PCs. Bomgar also provides online chat; a complete and fully-accessible, audit trail; and remote scripting. Because Bomgar also provides support for Blackberry and Windows Mobile smartphones, CMU can continue to grow along with the needs of their students.

THE RESULTS

Within three months of implementation, the time-to-resolution has significantly decreased, especially with the use of “click-to-chat,” increasingly popular among students and prospects. According to McDowell, “The upcoming freshman class is now starting to chat with us more than our upper classmen. This shows that we’re providing students in the future with what they want.”

Therefore, CMU has strategically placed click-to-chat buttons in popular locations, like the website, Blackboard (a course management system), and the CMU Portal (the university’s intranet). Recently, the IT team at CMU compared time-to-resolution of chat versus phone calls and found that the percentage of chat sessions that did not require escalation was better than that of traditional phone calls. CMU continues to monitor the success of click-to-chat and to develop additional methods to drive students to the option.

CMU also found that Bomgar’s “click-to-chat” functionality is increasingly popular among university prospects, prior to them becoming official students. The popularity of the online environment versus traditional phone support among prospects validates the University’s Strategic Initiative first priority: student enrollment.

Bomgar also helps in improving existing client satisfaction. CMU asked users to rate their Bomgar experience and discovered that it either met or exceeded expectations more than those who relied on phone support. “Since implementing Bomgar we’re finding average time-to-resolution is less than half when comparing chat support with phone support,” said McDowell.

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