

Case Study

Using our Call Center for a Large Educational System

Specialty Answering Service is the leading telephone answering service provider in the country, helping fast growing businesses deliver amazing live customer support 24 hours a day. By helping create relationships and reduce overhead, SAS is the brand companies know and trust.

The Client

A school district overseeing the academics of 89 different schools in the area, from elementary schools to high schools. Like other school districts across the United States, their goal is to provide students at each school in the district a roadmap for maximizing academic achievement. However, managing dozens of schools drifts far beyond test scores and eliminating achievement gaps. With that many schools to manage, the District is as much responsible for achieving performance objectives as being the property manager for the District.

The Challenge

The client manages over 7 dozen schools and needed to find a reliable, efficient and cost-effective plan for handling emergency maintenance calls. With so many schools to keep track of and no in-house 24-hour solution to field and organize the inbound calls, maintenance issues were falling through the cracks.

THE CLIENT

- School district overseeing 89 different schools from Elementary to High School
- The district goal is to maximize academic achievement, identify and eliminate gaps, effectively communicate with all persons in the school community, and operate the district with a focus on efficiency and accountability

THE CHALLENGE

- With so many schools to oversee, issues were falling through the cracks and there was no organized follow-up
- Needed an efficient way to take and dispatch maintenance calls for all schools in the District
- The plan needed to be cost effective

The Solution

After deliberation, the client decided that leveraging the inbound call capacity of a virtual receptionist would be the best option. Upon contacting SAS, we worked with their team to create the perfect script that allowed SAS to streamline calls, gather relevant information, and connect with the appropriate on-call technician – all while keeping a log of all activity for review

Client provided us a list of all of the schools in their District, which we screen for at the opening of the call. Once the receptionist assesses what school in the District the caller is calling about, our agents ask a series of questions to gather essential data, where that data is dispatched to the maintenance staff.

Client provided us a list of potential issues callers may contact them about, like no heat, floods, vandalism, etc. By screening callers at a granular level, we can dispatch each call to the appropriate on-call technician or department to get the issue resolved as quickly as possible

Client provided us protocols depending on the nature of the issue, the time it was reported, and who was calling to report the issue – i.e. teacher, staff member, or someone else with access to the property.



THE SOLUTION

- Hiring Specialty Answering Service to field maintenance calls for all of the schools in the District
- Providing SAS with a list of schools, the issues those schools may call about, and the dispatch protocol to streamline the dispatching process

THE BENEFITS

- Having all of the calls handled by one entity keeps maintenance issues organized
- With field level reporting, the client is able to identify more global issues by looking at monthly and yearly reporting patterns
- Our secure online portal keeps a record of each call/message, including the date and time stamp and what happened on each call
- Outsourcing takes the burden off of the school district staff, allowing them to concentrate on how to achieve academic goals
- Having a single reporting number for all district schools eliminates confusion

COST-EFFECTIVENESS

- In 2017 their total cost for 24/7 coverage was approximately \$70 per school, per year.

The Benefits

By funneling all maintenance calls to the answering service and having a single point of entry for all issues, the client was able to view a sortable log via our secure online portal after each incident, thus completing the loop for after alert assessments.

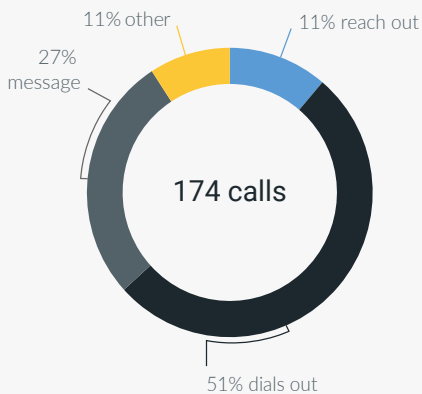
All of the schools are provided with a single number that gets routed to SAS. Based on the protocol provided, the SAS receptionists engaged in the pre-programmed protocol, which included notifying the appropriate parties at the respective school, as well as a larger management body.

- Having a protocol in place to funnel calls through a single point of contact virtually eliminated the likelihood for error
- The same single contact blueprint can be adopted for reporting other emergencies, such as a fire

The SAS team is available to answer calls 24/7, whereas developing an in-house solution is usually only effective for managing calls during business hours. An around the clock solution ensures that no call is missed, and no issue goes unresolved.

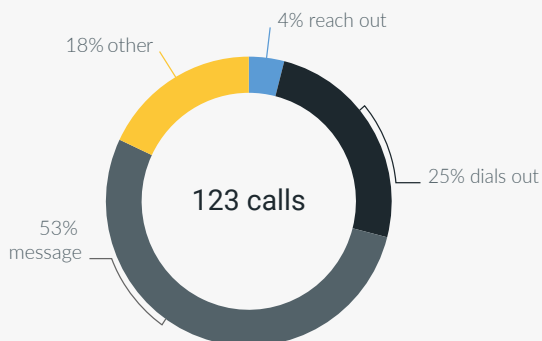
- By being available 24/7, we were able to answer 2,080 calls for this client in 2017.
- By streamlining calls, we are able to get our operators on and off the phones as quickly as possible. In 2017 the average call was 2.59 minutes long.

6 Month Statistical Analysis of Reach Outs



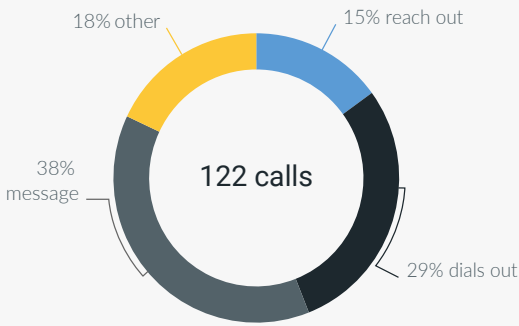
January 2018

Out of 174 calls, 11% resulted in a reach out, 51% were actual dial outs, 27% resulted in a message and 11% were either wrong number, no caller / dead air, a solicitor or we were able to answer the caller's question without having to take a message



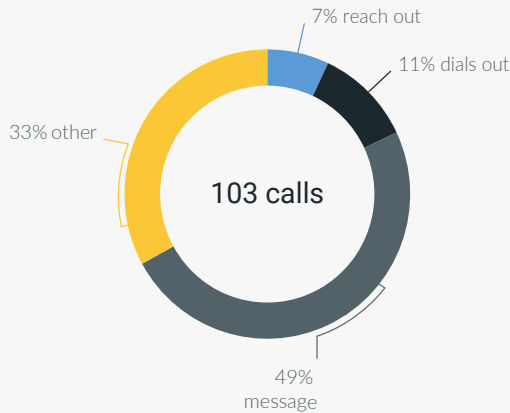
December 2017

Out of 123 calls, 4% resulted in a reach out, 25% were actual dial outs, 53% resulted in a message and 18% were either wrong number, no caller/dead air, a solicitor, or we were able to answer the caller's question without having to take a message



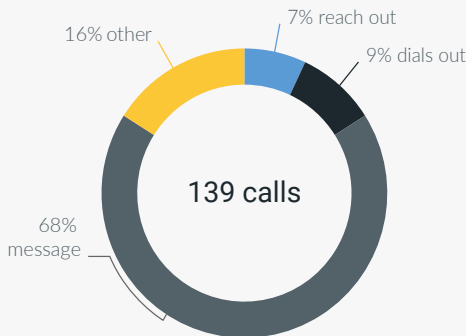
November 2017

Out of 122 calls, 15% resulted in a reach out, 29% were actual dial outs, 38% resulted in a message, and 18% were either wrong number, no caller/dead air, a solicitor, or we were able to answer the caller's question without having to take a message.



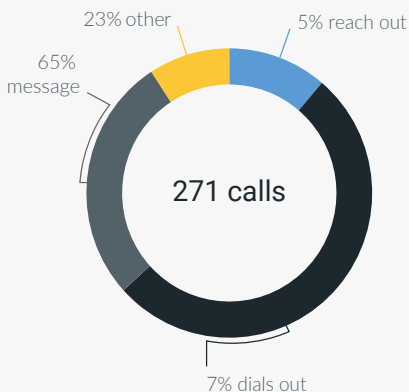
October 2017

Out of 103 calls, 7% resulted in a reach out, 11% were actual dial outs, 49% resulted in a message, and 33% were either wrong number, no caller/dead air, a solicitor, or we were able to answer the caller's question without having to take a message



September 2017

Out of 139 calls, 7% resulted in a reach out, 9% were actual dial outs, 68% resulted in a message, and 16% were either wrong number, no caller/dead air, a solicitor, or we were able to answer the caller's question without having to take a message



August 2017

Out of 271 calls, 5% resulted in a reach out, 7% were actual dial outs, 65% resulted in a message and 23% were either wrong number, no caller/dead air, a solicitor, or we were able to answer the caller's question without having to take a message.