# SUCCESS STORY

**uheaa**®
UTAH HIGHER EDUCATION
ASSISTANCE AUTHORITY

Utah Higher Education Assistance Authority (UHEAA) is a Utah state government agency and part of the Utah System of Higher Education. Since 1976, UHEAA's focus has been to help Utah students and their families plan, prepare, and pay for college and it has sponsored a variety of community outreach programs across Utah to accomplish this mission.

UHEAA wanted to upgrade its contact center system for better performance and to support an operational expansion, anticipating a growth from 35 to 100 agents. Nathan Swensen, Manager - Delinquency Management, explained their position: "Our primary function is student loan servicing, handling outbound and inbound phone calls for financial aid guidance, collections, default prevention and loan repayment assistance for students and potential students. We had a small number of seats on a dialer, but wanted to implement a unified platform to gain more functionality and better management of our programs."

After looking at several vendors in a detailed review process, the *Noble® Enterprise Solution* was at the top of UHEAA's list. Swensen said, "There were a number of things about the Noble solution that stood out for us. The system provided a blended inbound and outbound system that would help us improve down time and increase overall efficiency. The all-in-one platform was also key, with expanded features at a cost-effective price point. We also were able to save money by integrating the new Noble software with our existing PBX. With our plans to more than double our number of agents, the Workforce Management option was an additional plus, since optimizing our staffing resources would be a big factor moving forward."

Noble helps UHEAA serve students more quickly and to reduce call times to maximize agent productivity. Agents use the *Composer web-based agent desktop* for call workflows. Noble's API allows customized integration to the agency's proprietary database, automatically locating and pushing account information to the agent screen, eliminating the need for manual lookups. The built-in *IVR* and *Text to Speech* applications support self-service programs for existing and potential account holders to get information without having to interact with an agent, including the ability to make payments in a secure, PCI-Compliant environment.

The Noble platform also provides a number of tools to improve the quality of service. *Live monitoring* allows managers to observe agent calls in real-time, and to offer assistance when needed. The *Recorder* offers both voice and screen capture to verify conversations and to review agent adherence to scripts and identify areas for further training. The *AudioFinder* option helps UHEAA further refine its quality and training programs with speech analytics for efficiently reviewing call recordings to automatically flag keywords and phrases.

The system provides real-time dashboards and control panels for agent and campaign management, as well as flexible current and historical reporting in summary and detail views with the *Maestro* manager portal and web-based *Reports* module. The *Harmony* mobile

**Summary:**
Utah Higher Education Assistance Authority wanted to implement a system that would help increase efficiency, reduce agent downtime, and optimize staffing resources. They were able to move to the head of the class with the *Noble® Enterprise Solution*, gaining the flexibility and power of a unified platform to help them improve productivity and grow their operations.

**Industry** | Education

**Applications** | Collections, Student Loan Services

**Solutions** | Enterprise Solution, Outbound Predictive & Preview Dialing, Inbound Blending, IVR, Text to Speech, Workforce Management, Call Recording, Screen Capture, Web-based Agents, Agent Desktop Designer, Real-time Management & Reporting, Compliance, Replication, Integration to Avaya PBX and Proprietary Database

**Stations** | 100

manager enables supervisors and administrators to access the manager views and tools from web-enabled devices, so they can keep on top of programs and results whether they are walking around the call center floor or working from a remote location.

"I have a list of 'favorite' features with Noble," Swensen observed. "The blended system allows our agents to work on both outbound and inbound programs, so that their productivity levels remain high rather than having peaks and valleys and unproductive time. The campaign building tools let us customize scripts and configure dialing rules for different applications, and we can analyze results and make adjustments while a campaign is in production to help us meet our targets. The List Management tools are also very helpful; we can schedule lists in advance to transition programs automatically, without having to manually start and stop them, and we can segment the lists to reach the right contacts for each campaign.

"The *ShiftTrack Workforce Management* software also gives us a great advantage. We are able to create forecasts for future volume based on past results; the forecasting works for both outbound and inbound programs. We can then use these forecasts to create staffing schedules and the system tracks available resources and agent availability and puts the right people in the right places at the right times. We save a significant amount of management time by not having to build the work schedules manually; we can also see when agents are adhering – or not adhering – to their schedules."

The Noble Enterprise platform allows UHEAA to expand its operations by providing contact management tools that help the agency manage a range of student loan servicing programs, making the most of each agent's time and optimizing contact center performance. "Each component of the software works together to create a unified result, with a single point for system management and administration," Swensen stated. "With better forecasting and staffing accuracy, we can schedule agents more effectively. Better list management and campaign planning helps us increase list penetration. Improved IVR options helps us route and service calls more efficiently. Overall, agent productivity is much higher, and on the collections side, we have decreased delinquency and improved revenues."

" A number of things stand out about the Noble solution. The unified platform offers full-functionality with a single point for system management and administration. We are able to make better forecasts, schedule agents more effectively, increase list penetration, route and service calls more efficiently, improve agent productivity, enhance the quality of our contacts, and grow revenues. "

**Nathan Swensen**
*Manager, Delinquency Management*

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