

Coventry University Streamlines Student Service Delivery with Qmatic

Qmatic - Customer Success Story - Coventry University

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Reine Walker, Customer Service Advisor



Student Services Advice Centre with new Solo Linea solution

Awarded university status in 1992, Coventry University plays host to a population of around 30,000 UK, international and EU students and post-graduates each academic year. Currently, the University's purpose-built city centre campus is undergoing a multi-phased £160 million infrastructure redevelopment programme to further cement its reputation as a leading UK educational institution. The ambitious programme includes a new headquarters (HQ), student centre and business unit, alongside the major refurbishment of faculty buildings that will introduce innovative teaching, research and social spaces.

Ranked as the UK's top modern university, Coventry University strives to do all it can to ensure a great student experience. Which may explain why it's consistently voted first in independent surveys for overall student satisfaction and the level of academic support on offer.

The Student Services Advice Centre is the port of call for students and visitors arriving on campus for the first time. Providing infor-

mation, support and advice on just about every aspect of student life – from opening a bank account and paying bills, to accommodation, fees and personal or academic counselling, these services are particularly critical for international students and post grads. Indeed, around 25% of the student population comes from overseas, attracted by the institution's world-class teaching facilities.

Delivering fair and equitable student service

The Student Services hub is a busy place at any day of the year. Serving anything from between 200 and 3,000 visitors a day, the primary challenge during peak demand periods is handling student queries in a structured way.

“The volume of visitors to the centre fluctuates wildly, and creating an orderly queuing environment that enabled people to see where they were ‘in the system’ was difficult,” confirms Reine Walker, Customer Service Advisor, Student Services Coventry University.

When numbers swelled significantly this would cause congestion and confusion about where to queue or wait. What's more, staff manning the counter desk's service stations often struggled to see who was next in the queue so they could call them forward to deal with their query.

“During busy periods, the sheer volume of noise meant advisors had to shout or raise their arms to get the attention of the next person to be served – this could prove frustrating, especially when students were wearing headphones.

SOLUTION OVERVIEW

COVENTRY UNIVERSITY, UK

Coventry University hosts a population of around 30,000 of UK, International and EU students.

This is a Solo Linea solution to streamline the Student Services Desk.

SECTOR: Higher Education

REGION: Coventry, UK

CHALLENGES

- Implement a stand-alone student journey solution to reduce queuing frustrations
- Boost the overall student experience
- Enable student enquiries to be supported quickly and efficiently
- Help staff to interact with students more easily

SOLUTION

- Qmatic Solo Linea installation
- Digital media screens deliver information, updates and messages
- Voice prompts and counter number displays direct students to the right place fast
- Efficient call-forward process for both staff and students
- Students are informed where to queue from, and where they need to go
- Bring control to the queuing environment

BENEFITS

- Improved student perception of service thanks to a fair and equitable queuing process
- Fast efficient management of up to 3,000 visitor enquiries a day during peak demand times
- Reduced waiting times thanks to a more efficient queue process

QMATIC



Student Services

“Everyone – staff and students – are much happier. Whilst waiting is inevitable at certain times of the day, the process is much more civilised and efficient than before,” says Walker. “We can now maximise throughput during high demand periods, ensuring that everyone gets their turn and understands that we recognise their time is important.”

Looking to the future

Installing the Qmatic system took a matter of hours, yet the benefits look to be long lasting. The Student Services waiting area is now much more orderly and less congested, and the team is now able to quickly manage peaks and troughs in student flow to minimise student frustrations.

“We researched a number of systems, and Qmatic’s solution offered two key features that were important to us – visual and audible call up functionality,” states Walker. “We’ve been impressed with the difference the solution has made to our ability to serve students quickly and efficiently – and are looking to recommend the solution to other areas of the university where high student flows can negatively impact service delivery.”

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Reine Walker, Customer Service Advisor

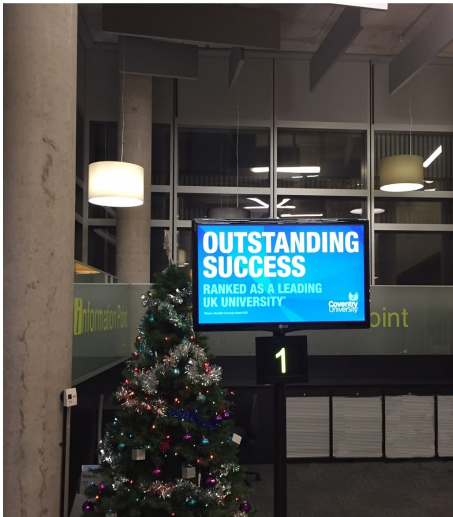
students

need to queue. Staff can use the screens to control and reverse queue directions – feeding students in from either the left or the right – updating display messages to keep everyone informed.

Student services agents can now call students forward with ease, thanks to displays that indicate the next available counter and a voice message ‘go to service desk’ announcement that eliminates any confusion.

“Today we can clearly communicate the queuing process and our students can see that the process is both organised and fair,” confirms Walker. “Our advisors now simply press a button to call the next visitor forward – there’s no more leaning over the counter to wave or shout. What’s more, as people wait in line we’re able to display helpful messages so they are prepared and ready when they come forward with their query. What’s more, these messages are easily updated by our own staff.”

With congestion eliminated, a faster and much more efficient student flow is now in place. Fewer bottlenecks mean people are seen faster, and today wait times are shorter and far more informed.



An outstanding success for the Solo Linea at Coventry University Student Services

The situation was generating frustration and stress for students and staff, and impacting our ability to manage enquiries quickly and efficiently,” Walker continues.

“We needed to regain control, putting in place a clearly defined process that enabled students to take their place in the queue in an orderly manner and experience the fastest possible journey to get their query resolved.”

The answer was to find a queuing management solution that would ensure the entire process was both managed and fair, and that waiting times were reduced.

Qmatic Solo Linea: Delivering order from chaos

Today, Qmatic’s Solo Linea queue management solution has made it easy for visitors to quickly identify where they need to stand and how long they will be waiting in line. Tailored to maximise student flow through the physical space, two heads of queue screens now display messages indicating where



Student Service Advice Centre prior to installation

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