

CASE STUDY: A Midwestern For-Profit University

University Stats

Industry: For-profit higher education

Students: Over 90,000

Applications: Calabrio Quality Management, Calabrio Speech Analytics



Gainful Employment Regulations

- New regulations will cut federal aid funds to non-complying for-profit institutions whose students cannot earn enough to repay their loans.
- For-profit universities must comply with regulations or risk losing federally backed loans.
- For-profit universities receive up to 90% of revenue sources from federally backed student loans.

Speech analytics is the most painless and cost-effective way to resolve non-compliance in the contact center.

Background

One of the first for-profit higher education organizations founded in the United States, a Midwestern-based university opened its doors in 1931 and quickly spread into the national scene. The school, which caters to busy and/or working individuals, offers flexible online coursework and 95+ locations to fit the needs of every student, regardless of their proximity to a campus. The institution offers a variety of associate, bachelor's and master's degree programs, appealing to those seeking to attain a higher level of education at their own pace.

The Challenge

In 2011, the Department of Education issued the gainful employment regulations, which are slated to take effect in 2015. The proposed legislation, aimed at protecting student aid borrowers and tax payers, would require 35% of former students to repay what was borrowed with 8% of their starting salary within ten to twenty years, depending on the program. In other words, the regulations intend to prevent schools from promising more than they can deliver when it comes to a graduate's likelihood of job placement and salary expectations. And because for-profit schools receive up to 90% of their income from federally backed loans, non-compliance means the possibility of greatly decreased revenue sources. The Midwestern university needed a smarter way to manage its more than 70,000 calls per day. More importantly, they needed to ensure they were not only capturing, but listening to the most significant calls, especially those that might fall out of compliance.

The Solution

The university needed a solution that would minimize their risk at an accelerated pace - one that offered the ability to quickly and accurately target non-compliant calls. They examined the Calabrio Speech Analytics tool and quickly determined this was the absolute solution. Today, calls are recorded, analyzed and categorized based on the pre-defined words and phrases that apply to their business, for instance, "you're guaranteed to make" or "you won't be charged for that". Targeting calls that include these key phrases enables analysts to ensure compliance guidelines are being adhered to and take corrective actions when they are not. The integrated solution captures every call and pinpoints those that should be reviewed first. Analysts can then compare how many calls were flagged to those which resulted in one or more hits for keywords or phrases. The process allows the regulatory compliance team to affirm approved scripts, advertising, recruiting and enrollment materials are being used by their advisors (agents) at all times, protecting them from possible lawsuits and from losing precious federal backed student aid.

The Results

Prior to implementing Calabrio Speech Analytics, the university's team of compliance analysts were collectively listening to 240 random calls a week, less than 40 calls per day. This equated to a meager 1% of total call volume being evaluated and only one relevant non-compliant call being identified each month. After implementing Calabrio Speech Analytics, 100% of the captured calls have some level of relevancy. Because the solution pinpoints the exact location and level of significance within each call, each analyst now isolates over 170 calls per day and the team covers more than 6,000 calls per week. Exposing such a gap in compliance adherence was a tough lesson but one that certainly had a correct answer. The institution's contact centers are now on the forefront of speech analytics technology, saving time by targeting their analysis in a simple and powerful way.

ABOVE: Whether advising, enrolling or providing career services to a student or graduate, contact center analysts are confident in their ability to manage script adherence and compliance.