



CUSTOMER SUCCESS STORY: **PRINCETON UNIVERSITY**

THE COMPANY

Princeton University is one of the top research universities and undergraduate colleges in the United States. Globally recognized for academic excellence, Princeton offers its 4,923 undergraduate students and 2,319 graduate students the resources necessary to achieve at the highest scholarly levels.

THE CHALLENGE

The Facilities Customer Service Center handles questions and requests from Princeton students, faculty and staffers regarding custodial services ranging from window repairs to electrical outages. The small staff of three supports a base of over 10,000 customers and receives more than 120 calls per day.

Princeton had been managing its call center through the use of a four-year-old Automatic Call Distribution (ACD) system. When the system crashed in the middle of a fiscal year, Princeton had limited time to find additional capital expense and needed a new solution quickly to streamline and improve operations.

The old system was failing the University in each of these key areas:

- **Reliability:** Princeton continuously experienced many issues with their four-year-old ACD system used to route and deliver incoming calls to their small staff. Then the warranty on the Windows NT server ran out, with a replacement cost of \$30,000.
- **Affordability:** Princeton's vendor offered little or no technical support, and maintenance costs were prohibitive. Also, in the event of an emergency, there was no local back-up system in place.
- **Flexibility:** Making day-to-day modifications to reflect changes in the call center operation was difficult and very expensive. Inability to track customer behavior made it virtually impossible to apply best practices and improve call center performance.

To eliminate these issues, Princeton sought a hosted call center solution. After evaluating numerous vendors, Angel was chosen for its record of customer service and stability.

During the decision-making process, Princeton also took advantage of Angel's free trial of the Virtual Call

Center product, which allowed them to build a test site using actual call routing scenarios. Because the Angel Virtual Call Center combines ACD and Interactive Voice Response (IVR) functionality into one, easy-to-use interface, the solution was a perfect match for Princeton.



HEADQUARTERS
Princeton, NJ

INDUSTRY
Education

- THE CHALLENGE
- Replace outdated call center system with no up-front costs
 - Provide easy and cost-effective way to make modifications to system
 - Track and report call center metrics to improve performance

THE SOLUTION
Angel Virtual Call Center

- THE RESULTS
- Provided call center solution with intuitive 24/7 cost-free administration
 - Enabled reporting of call center metrics and customer data
 - Allowed agent and system flexibility during emergencies Streamlined after-hours notification system

“The Angel system allows flexibility in how we act as agents. The system is very efficient; it minimizes hold times and provides a level of reporting that has been a real eye-opener. It has made a dramatic improvement for our team and our callers.”

Jen Whiting | Customer Service Manager | [Princeton University](#)

THE SOLUTION

In only a few weeks, using the Angel Site Builder toolkit, Princeton went from test site to live site, seamlessly switching over from their old hardware-based ACD. Princeton set up the new Virtual Call Center and trained staff on how to handle initial call routing and agent-to-agent routing. In addition, the IVR functionality screens calls and collects customer data up-front.

With Angel, employees of the Facilities Customer Service Center are able to manage their own availability by checking in and out through both the phone and the Internet. Agents can even be available via cell phone if needed, such as during inclement weather, which happens often during Princeton winters.

Finally, Princeton was able to set up a local back-up system to ensure that it would be able to regain local routing and receive incoming calls in the event of an emergency. If an emergency is reported after hours, the voice prompting system captures the information as a text file and e-mails it to the appropriate department representative. This function has eliminated the need to check voicemail and maintain a separate e-mail inbox.

THE RESULTS

With Angel, Princeton now has easy 24/7 web-based administration to make updates or changes to the call center application on the fly. Call flows can be quickly changed, pre-recorded messages can be updated, and call queues or agents can be added right from a web browser.

Real-time reporting enables Princeton to monitor calls and agent activity. Princeton can now track what happens when a customer is on hold and reduce the number of hang-ups, by making appropriate changes to the routing system.

“The Angel system allows flexibility in how we act as agents, which has allowed our department to stay small,” says Jen Whiting, Customer Service Manager at Princeton University. “The system is very efficient; it minimizes hold times and provides a level of reporting that has been a real eye-opener.”

The biggest benefit of the Angel application is peace-of-mind. As a fully hosted application, no IT support or maintenance costs are required. The worry-free application lets Princeton focus on providing the highest level of service to its customer base.

“Angel has helped us thoroughly modernize and improve our operations as a team,” Whiting said. “We are very pleased with the solution and it has made a dramatic improvement for our team and our callers.”

THE ANGEL SOLUTIONS SUITE

Angel empowers customers to generate more efficient and high quality IVR applications. Powered by Angel’s intelligent IVR application, ProspectConnect delivers a personalized call experience for your inbound leads, facilitating data collection and verification. The Angel hosted platform enables ProspectConnect users to deploy a complete solution quickly and easily; a complete lead management application can be built and deployed in under two days. With Angel’s flexible design interface, updates and changes can be made at any time – at no charge and in near-real-time.