



Case Study

<http://www.arapahoe.edu/>

Industry: Higher Education

Contact: Linda Sulsberger

Arapahoe Community College (ACC) has been providing college educational opportunities for the town of Littleton, CO for 43 years. Now ACC can service the community even better.

Through the use of ZaZaChat, the dedicated staff at ACC serve students real time, answering questions on a variety of topics, both from the home page as well as internally within the student administration. As many solutions have their birth in a problem, this transition started with an ugly fax.

The admissions office at ACC received an ugly, unreadable fax from a partner school. Looking to find the schools contact information, looking online for a phone number, a 'chat icon' reached out to them. One click, two minutes later, problem solved.

Linda Sulsberger, Admissions Supervisor at ACC was pleased by the service; easy and quick she knew this was something she wanted for ACC. She wanted to serve her students in the same way she felt served.

She spoke about her experience with her supervisor who, in turn, asked her to research the possibilities of adding a chat line to ACC's website. After investigation...she chose ZaZaChat

The installation was simple and the ZaZa support staff was prompt, courteous and was able to quickly get her started. Prior to ZaZa, the ACC students had one option, use the phone. Prior to ZaZa, the ACC staff had one option, try to answer the ringing phones.

Linda had expected some improvement and she got it. The students now use chat 10% of the time. This is critical to the ACC process, as students are in the 'middle' of providing information to the school when they need help. ZaZa helps Linda's dedicated team deliver the answers they need online, ontime and the student is able to complete their application.

The ACC team delivers better service, by providing access to instant support, delivering pre-set links to known inquiries, and building a better knowledge base of answers. As ACC grows, ZaZa scales with them. Linda can add operators and manage the entire process online.

ZaZa looks to serve our higher education customers in this way. But there was an even better, unintended consequence for Linda. The ACC staff can do more to help everyone, not just the chat customers. The ACC team multi-tasks, as ZaZa provides visual and audio feedback via the chat window when the student has communicated. The time in between, the ACC team is 100% productive, working with multiple chats, processing applications, updating student records, etc. It has improved morale.

Linda's staff finds chat communication more productive than phone inquiries because it provides quicker and more thorough responses. This means less stress, happier teams and better service. At ZaZa, we are happy to support Linda and proud to help the community of Littleton, CO follow their college dreams.