

## About the University of Mississippi



With more than 21,500 students, Ole Miss is the state's largest university, with a major medical school, a nationally recognized law school and 15 academic divisions.

Founded in 1848, the University of Mississippi, "Ole Miss," is the flagship university for the state of Mississippi.

It has been ranked as one of America's best college buys by Forbes and one of the best places to work by the Chronicle of Higher Education.

## CHALLENGE

**Ole Miss was seeking a partner that could offer sustainability and growth as the Institution grew. As Ole Miss researched potential partners, the school wanted to make sure that service levels remained optimized, regardless of student and parent call volume and overall University growth.**

Ole Miss' contact center needs included:

- A single, unified source for financial aid, bursar and all other student support services.
- A partner that could manage the scale of their 21,000 student population.
- A transparent relationship focused on streamlining and enhancing student service, resulting in improved student satisfaction and outcomes.
- Seamless representation of Ole Miss and its brand to all callers.
- An emphasis on single call resolution with a minimum number of transfers or escalations.

## SOLUTION

**Through an RFP process, Greenwood & Hall was selected as the strategic partner to provide single-source of student contact for student support needs, including financial aid and bursar.**

- Agents were trained by Ole Miss to better understand the culture, brand and needs of Ole Miss and its students.
- Quality assurance processes were implemented to ensure the highest levels of accuracy, professionalism and single call resolution.
- Extensive performance reporting and feedback was provided to identify and address opportunities for improving service delivery.
- An ongoing process was implemented to ensure continuous training on changed processes plus reinforce the history, mission and culture of the University.
- A centralized communication process was implemented to manage student, parent, and faculty queries via phone.
- Weekly meetings with University leadership to drive continuous improvement.

**Greenwood & Hall currently handles approximately 100,000 queries per year for Ole Miss while maintaining agreed upon service levels throughout the year, including during peak summer and spring periods.**