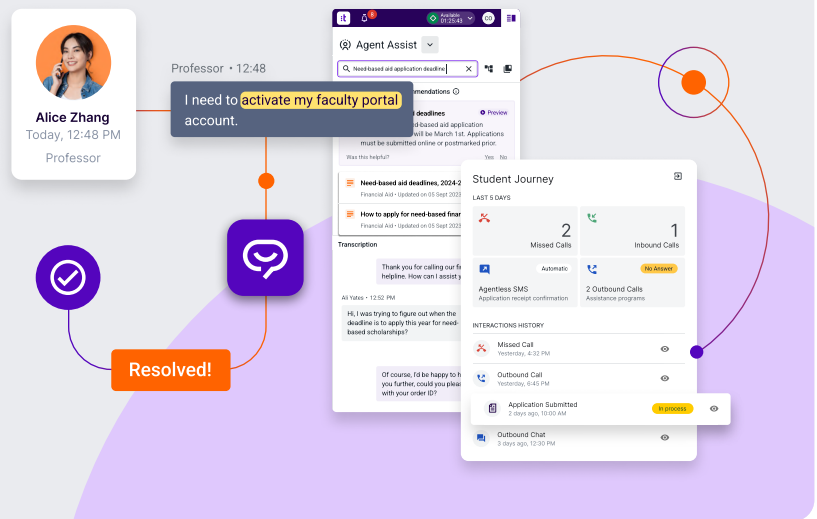




# Talkdesk Education Smart Service

Elevate the experience of every stakeholder to build relationships and sustain growth.



## The challenge.

The escalation of college dropout rates and declining student enrollments has intensified financial pressure on educational institutions. Engaged stakeholders play increasingly vital roles in fostering community, contributing to fundraising efforts, and supporting academic, research, health, and service missions. But these stakeholder groups are becoming more diverse and complex. Tailoring communication to be consistently convenient and personalized to the distinct needs of alumni, parents, donors, and local communities is imperative for the success of your institution and the students it serves.

## How Talkdesk solves it.

Customer service is not “one size fits all.” Talkdesk Education Smart Service™ is designed to scale higher education contact centers with AI and facilitate personalized communications and customer service that meets the diverse requirements of departments and teams, including admission and student services, auxiliary services, fundraising, healthcare, and help desks. It seamlessly modernizes communication across voice and digital channels, resolves common inbound queries with AI, facilitates proactive outbound communication, supports a distributed workforce, and adapts to seasonal fluctuations. The solution connects with any system of record, including academic scheduling, CRM, and help desk systems, enabling efficient and effective interactions across departments.

## The Talkdesk difference.



### Scale service operations.

Use AI to predict and schedule staff during peak admission and enrollment periods; intelligently route common financial aid, housing, and athletics questions and automate responses; support seasonal student agents and accelerate their training; and automate IT transactions like password resets, dramatically improving operational efficiency and reducing costs.



### Improve student & parent satisfaction.

Effectively reach and engage students with convenient service on channels (like Facebook and WhatsApp) they prefer. Provide parents and families with proactive, transparent updates about academic programs and campus life.



### Increase donations.

Leverage outbound contact center capabilities to boost call volume and effectiveness, maintaining strong connections with alumni and driving increased donations and revenue for development initiatives.



### Support faculty & staff.

Facilitate easy access to information and announcements, proactive updates, and self-service for support functions like IT help desk and facilities.

## How it works.

Department	Outcome	Value
<b>Admission &amp; Student Services</b>	Ramp seasonal agents quickly by assisting them with an AI advisor that helps agents provide personalized application or financial aid support by generating real-time guidance pulled from information across your knowledge base and business systems.	Accelerate training time for new agents, reduce time to resolution, and resolve on first contact.
<b>Health Services</b>	Deflect routine calls and improve patient self-service with automated provider search, appointment scheduling, and cancellations.	Consolidate technology stack to improve efficiency and reduce costs.
<b>Auxiliary Services</b>	Automate call routing and resolve student questions for event schedules, ticket sales, and dining hall hours. Keep students informed on parking and transportation topics with automated text updates.	Deflect inbound calls for FAQs and reduce agent headcount.
<b>Fundraising/Advancement</b>	Scale outreach to alumni with predictive dialing and proactive notifications that increase connect rates.	Increase donations and revenue.
<b>Help Desk</b>	Integrate with IT support systems to fully resolve routine requests through AI (eg, automated password resets and account activations.)	Contain more calls and improve agent productivity on higher complexity calls and chats.



"I believe the strength of the Talkdesk platform lies not only in its intentional design for innovation, scalability, and flexibility, but also in the Talkdesk team's genuine attentiveness to customer needs. They consistently listen, come up with new solutions, and unlock value in ways we may not have originally expected."

— CHARLES KEENE, ASSOCIATE DEAN, UNIVERSITY OF IOWA



# IOWA

## Key features.



### Omnichannel engagement

Provide a modern experience by connecting with stakeholders on their channel of choice—voice, SMS, email, chat, social media, and more.



### Self-service

Voice and digital chatbots deflect and contain frequently asked questions with laser-precise AI-generated responses, providing 24/7 help and reducing the demand on live agents.



### Agent assistance

Onboard new agents faster and help them provide accurate and consistent service with an AI assistant that gives agents real-time answers and next best actions to address each stakeholder's stated needs.



### Customer experience analytics

Generative AI analyzes interaction data and identifies suggestions for new automations on trending topics, or coaching opportunities to improve experiences with student workers or transient and new staff.



### Contextual routing

AI integrated with facility directories connects students, alumni, and staff with the department or office best equipped to help, based on customer data.



### Proactive outbound engagement

Automate the dialing process to maximize outbound calling volume. Quickly provide students and administrators with important information during periods of high traffic. Engage students and parents proactively using event-triggered SMS notifications.



### Workforce engagement

Use AI to generate contact center forecasts and optimize staffing and scheduling decisions, addressing volume spikes during peak periods such as admissions and enrollment, with less administrative effort.



### Flexible deployment and interoperability

A cloud-native solution that can connect to any system of record (including academic scheduling, CRM, and help desk systems) powers efficient and effective interactions for stakeholders across departments.



### Enhanced security and stability

Implement AI safely and effectively. A complete suite of tools enables you to easily keep an eye on AI behavior and establish protective guardrails—all with a no-code simple interface.

#### About Talkdesk

Talkdesk® is a global AI-powered cloud contact center leader for enterprises of all sizes. Talkdesk CX Cloud and Industry Experience Clouds help enterprises deliver modern customer service their way. Our trusted, flexible, and innovative contact center platform leverages AI and automation to drive exceptional outcomes for their customers and improve the bottom line.

[Learn more](#) and take a [self-guided demo](#) at [www.talkdesk.com](http://www.talkdesk.com).

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