

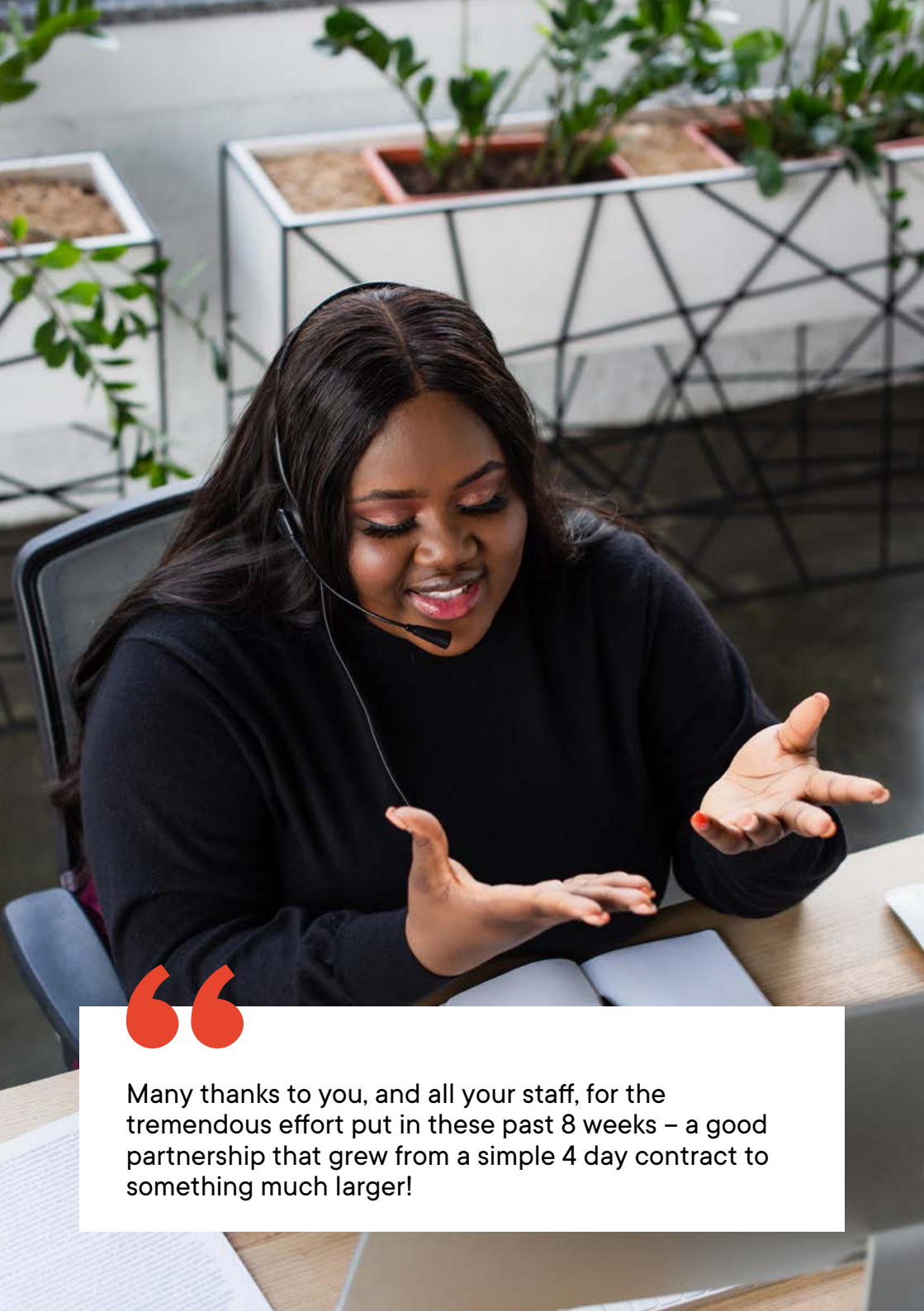
NEW  
2023-24 EDITION

Call Care

# Taking The Stress Out Of Clearing

Trusted & Effective Call Handling Service

BROCHURE



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Many thanks to you, and all your staff, for the tremendous effort put in these past 8 weeks – a good partnership that grew from a simple 4 day contract to something much larger!

# Specialist Student Contact You Can Trust

Clearing. It's an incredibly important and potentially stressful time for students. And for you too. Are you confident that when the time comes, you can give students the quality of experience they expect?

With dedicated and seamless support from CallCare you can rest assured that your student experience will be professional, responsive and of an excellent standard. Our end to end solutions take away the worry of the effects of missed calls, long hold times and system failures.



## Who Are We?

CallCare are a UK based omnichannel customer service provider with locations across the UK – We provide support to make the student and staff experience run smoothly. For over 25 years we have been trusted by public and private sector organisations to handle inbound and outbound contact using voice, chat and email. We handle some or all clearing calls on your behalf, whether that's overflow or out of hours or we can provide a disaster recovery service, stress testing your systems in advance and we're there as back up on the day if there are any problems.



# How Can We Help you?

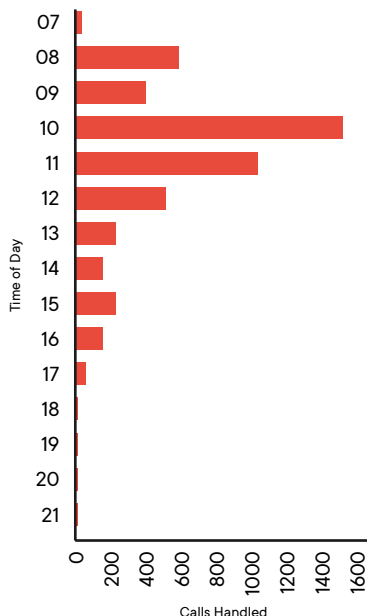
CallCare understands the pressure put on Universities like yours when it comes to clearing. And we know that it's important to you that during this period, you can continue to give potential students the quality of interaction they expect and that you promise to deliver.



## Your Calls in Our Care

Phone is still the most popular channel for prospective students to get in touch and they want their calls answered. Call volumes vary, **in 2021 we were handling almost 1,500 per hour**. We can support your in-house team when they're occupied handling the calls that you can't or our team can handle all calls on your behalf

All our handlers are sympathetic, dedicated professionals who always protect your information. they go through an extensive training programme that makes sure they meet our high standards as well as any specific training from you.





## Recording and Reporting

To maintain our high quality service and make sure we match your specifications, we record and monitor calls.

Our bespoke reporting system can give you all of the vital information you need, including average answer to handle times, grade/demographic related information and success rates.



86% of students  
called up during  
clearing in 2020-21

## Testing Your System

Is your system ready for a high volume of calls? We can do a stress test to find out, so that you and your staff are fully prepared and students can contact your when they need you most.

Other companies do stress testing, the difference is, we actually use people to make the calls rather computers. It's important to be able to simulate a potential student for a more realistic result and to ensure you can provide an effective and reliable service.

We simulate clearing by making thousands of scenario based calls to your helpline within a short period of time. We can then advise you on how best to manage such large volumes of inbound calls.

City University of London asked us to help them in this way. you can find out how we did this in more detail by referring to our case study.

# Disaster Recovery

At a time like clearing when students are relying on you, the last thing you need is a system failure. CallCare can offer you peace of mind. As we did with City University of London, we can give you the opportunity to test disaster recovery protocols to make sure they would be effective if the worst were to happen.

We protect our own system against failure by having multiple call centres and cloud based systems operating within the UK. This gives us the power of a 24-hour, 360° call handling service. So if your system goes down, your system callers won't be affected because we can handle everything.



## Always Available

We understand your students. We know that they may want to contact you for your help or information 24-hours a day, especially overseas students who are more likely to call the UK out of hours.

It's important they're not disappointed and you don't lose out on potential revenue. We can offer a dedicated 24-hour information hotline for these situations as our centres are operated 24/7 with full-time staff working varied shift patterns to ensure every hour of every day is covered. So you won't miss a thing.

We can help you make the most of modern technology too. Students expect to be able to contact you in various ways in this digital age, so we also offer a web chat and email service for convenience.

# Tried and Trusted

We have worked with many universities to make clearing a smoother process for both them and their students. Over the years we've built up trust with each and have proved we offer an fantastic student experience.

Good customer service is the key to success in business these days, and for universities, it's no different. We provide unparalleled customer service with teams of experts in call scripting and call flow management. Services we offer range from call handling and helpdesk support to diary management and booking and order lines.



98% of clients  
would highly  
recommend  
our service.



# The Client

City University of London is a leading UK university that is home to over 18,000 students. As part of their 2026 plan, they aim to improve the quality of the student experience and achieve growth in student numbers.

# The Requirement

To create a simulation of managing calls during their UCAS clearing process. They also wanted their in-house telecoms team to be advised on how to deal with high volumes of calls in a short space of time in the future.

## CallCare Proposed Solution

Based on City University of London's requirements, the target was to set off 1000 calls during a 2 1/2 hour period.

Unlike many switchboard simulations, which simply use computers, CallCare were able to use real people to make the calls, providing a more realistic simulation procedure.

The operatives were required to feedback on the experience received providing City University of London with vital information on the quality of experience potential students would receive on the day.

CallCare also planned disaster recovery measures for City University of London to undertake during the simulation.

# Conducting the Simulation

During the simulation, CallCare were able to make 991 calls into City University of London team.

The operators were following a script that was created with input from the University team that replicated the minimum amount of data students would provide on clearing day.

Prompts for active “confused” or “busy” were also scripted in to give the City University of London team an immersive, accurate experience.

Additionally, while the simulation took place, City University of London ran drills of their disaster recovery procedures to make sure they would be effective if required on clearing day.



# Feedback and Debriefing

CallCare analysed the data and were able to provide valuable feedback to the City University of London team.

A full set of stats were presented including:

- Average call length.
- Call transfer times.
- Quality grading for each City University of London's operator.

All valuable information for optimising the user's journey.

## The Outcome

- City University of London telecom's department is now better prepared for clearing day. Ensuring the best user experience for students applying with them.
- Disaster recovery protocols fully tested.
- Real people gave a real test of the user journey - as well as a test the performance of the switchboard.
- City University of London are delighted with the simulation and additional feedback provided.





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## City University of London say...

“CallCare were committed, organised and communicative from the outset of the project.

I would wholeheartedly recommend other institutions using their services”

Dominic David - Head of Admissions.



“CallCare have been our Clearing contingency partner for several years now, and each year they deliver the same consistent high level of service.

Their pre-planning for our operations is second to none, with clear transparent communication at every stage, which leaves me full of confidence to launch our Clearing campaign each year.

If HE institutions do not yet have outbound contingency plans in place, then I highly recommend CallCare for their contingency solution”.

London South Bank University,

Talk to us about your requirements

0345 055 8444

[www.callcare247.com](http://www.callcare247.com)

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INVESTORS  
IN PEOPLE

# CallCare

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