

A young woman with blonde hair, wearing a black headset with a microphone, is smiling and looking to the right. She is in a call center environment.

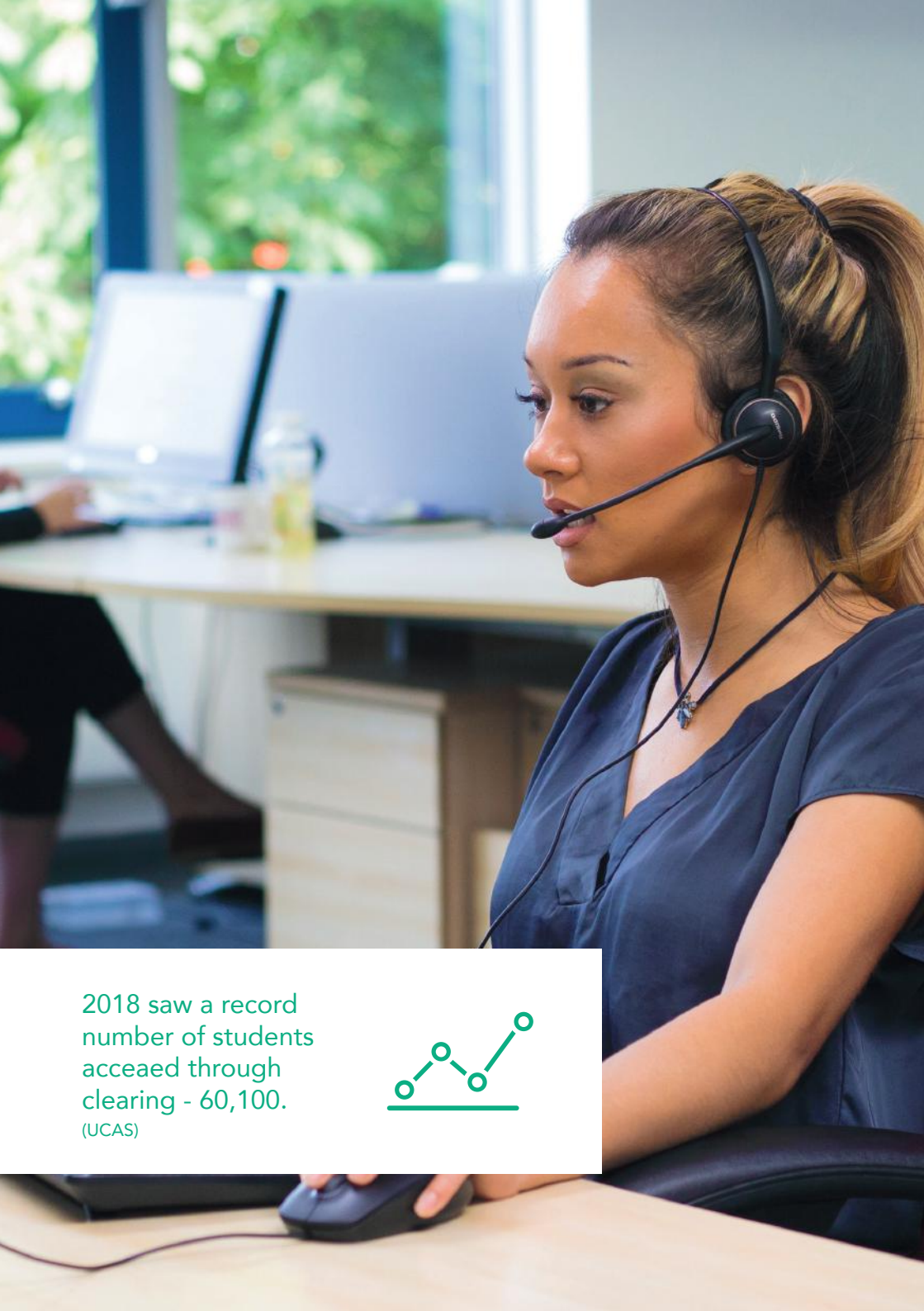
CALLCARE

INTELLIGENT OUTSOURCING SPECIALISTS

# Taking The Stress Out Of Clearing

We are experts at handling your calls, when you can't.

A woman with short blonde hair, wearing a black headset with a microphone, is looking to the left. She is wearing a black top with a colorful floral pattern. She is in a call center environment with other agents and computer monitors visible in the background.



## 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 missed calls, long hold times and disastrous system failures.

## Who Are We?

CALLCARE are a UK-based multichannel customer service centre. A national provider based in Manchester, we support your existing in-house team to help you provide complete student satisfaction. Since 1998 we've been tried and trusted by large Public and Private Sector businesses, with a proven track record of working with Universities and putting a specialist team in place.

Our passion and values are to deliver an exceptional customer journey at all times. With 24/7 service delivery centres in Manchester, Liverpool and Yorkshire and dedicated student clearing teams, we can support your University during peaks and disasters. Our bespoke service and cutting edge technology help deliver the highest level of customer experience to your callers.

2018 saw a record number of students acceeded through clearing - 60,100.  
(UCAS)



## How Can We Help You?

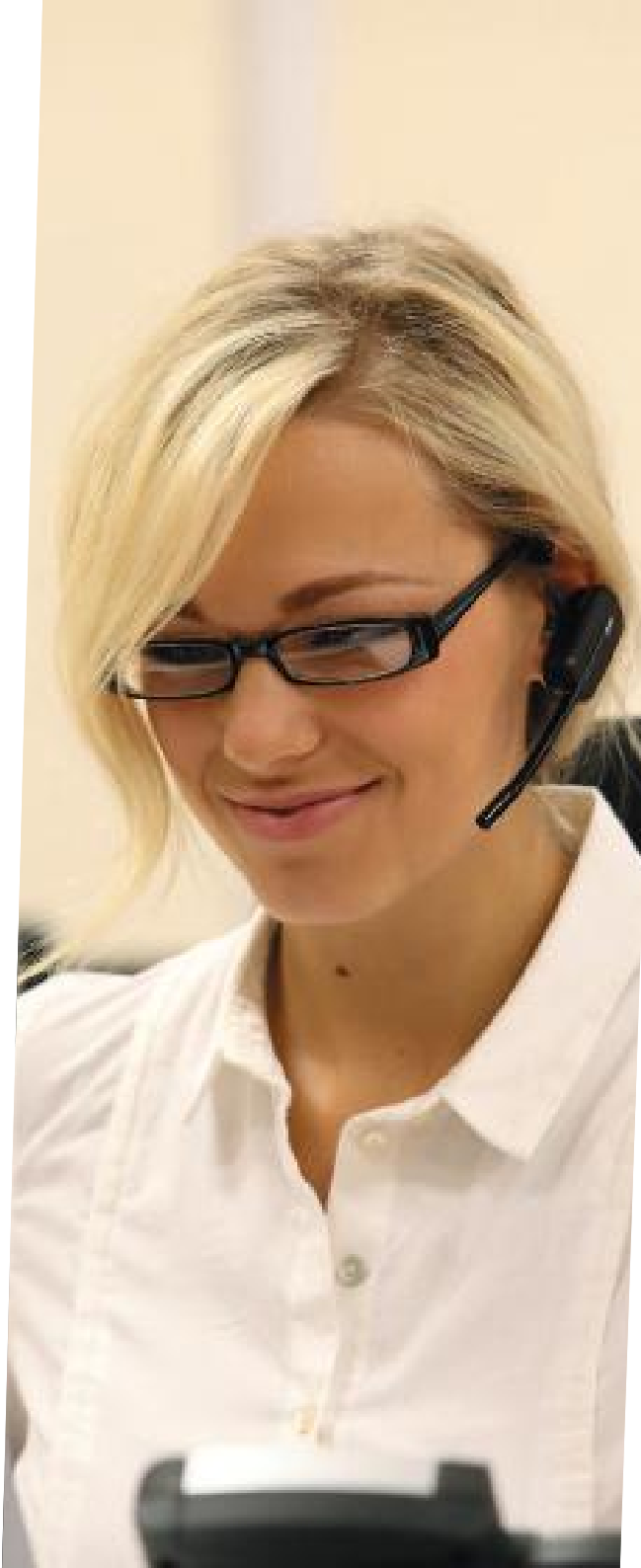
CALLCARE understands the pressure put on Universities like yours when it comes to clearing. And we know that it's important to you that during this period, you can continue to give potential students the quality of interaction they expect and you promised to deliver.



## Your Calls In Our Care

There's no knowing what volume of calls you'll be handling. Can your system cope? We can seamlessly support your in-house team at times of high call volumes. So when all your call handlers are occupied, our rigorously trained team are available to help. We can answer all your calls, or just the ones you can't answer yourself.

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 or handle times, grade/demographic related information and success rates.



85% of people whose calls aren't answered will not call back

(message-direct.co.uk)

## 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 you when they need you most.

Other companies do stress testing, the difference is, we actually use people to make the calls rather than 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 student 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 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

Since starting as a regional company in 1998, we have grown into an expert national provider that our clients know they can rely on. Our strong history and level of experience is personified in our valued stakeholders, experienced directors and mature staff.

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 a 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's 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 a high volume 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 ½ 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 and 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 acting "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 test the performance of the switchboard
- City, University of London are delighted with the simulation and additional feedback provided.



### 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 Davis - 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 operation 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)

Manchester | London | Cambridge | Yorkshire



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