

The Client

City, University of London is a leading UK university that's home for 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.

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CALLCARE Proposed Solution

Based on City, University of London's requirements. The target was set off 1000 calls during a 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 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 ☑ operator.

All valuable information for optimising the user ☑ journey.

The Outcome

- ☑ City, University of London telecom ☑ 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

Get in touch

If you want a simulation of your clearing day or a bespoke packaged creating for your call handlings needs, visit www.callcare247.com or contact us on 0345 055 8444.