



OPEN UNIVERSITIES AUSTRALIA

Open Universities Australia (OUA) is a marketplace for students and universities to come together. The organization's mission is to match students with the best possible university for what they want to study going forward, so communication is key.

Doubled the number of outbound calls and conversion rates

Built a full cloud contact center within four weeks

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Open Universities Australia Makes Meaningful Connections to Students in Need

Open Universities Australia (OUA), a marketplace for students and universities, uses Vonage Contact Center to provide educational guidance, support and resources to students across the country. With a legacy contact center that was on-premises and inflexible, the OUA team was unable to make the kind of personal connections that really make a difference to students.

"With our legacy system, we had quite a few technical challenges over the years," explains Lyndon Summers, Product Manager at OUA. "The on-premises solution was simply not flexible enough to do what we wanted to do, which was to call the right people at the right time, rather than just have a big list and start dialing like crazy. And we wanted something that could be integrated within our existing Salesforce CRM. So we went through a process to find the right solution for our specific needs."

The right solution was **Vonage Contact Center** (VCC). Flexible, reliable, and native to **Salesforce**, VCC was just what OUA needed to not only meet its business communications needs now, but in the future.

"Moving to Vonage, we saw improved contact rates almost immediately. But the biggest benefit we've seen is the simplification of having our telephony and our CRM all in one place. Once we started using VCC natively within Salesforce, the number of outbound calls we were able to make in a single day almost doubled within the space of two to three days from around 2,000 to approximately 4,000 - the productivity increase was massive."

- Lyndon Summers
Product Manager
Open Universities Australia

Supporting Students to Do Their Best Work

"The Vonage Contact Center is native to Salesforce and allows our team to strategically build campaigns and connected experiences around the needs of our students," notes Summers.

Powered by Vonage, OUA offers students support through the enrollment process, and throughout their first 12 weeks of study. Through outbound campaigns, the organization tries to reach potential new students and identify the best programs available for them. Inbound channels and messaging support allow the OUA team to provide students with answers to their specific challenges and even to build automated journeys for new students, with weekly updates on what to expect and how to adapt to their new programs.

"When we work with students, it's not just a case of getting them enrolled in the right program," notes Summers. "Even though we're not doing the teaching, it's very important for us that we provide the best experience to help them succeed in their studies, and move on in life with whatever they're choosing to do next."

Lesson Learned: New Platform = Productivity Boost

A few years ago, OUA kicked off a major transformation in the business. The main goal of this transformation was to gain efficiency

and productivity - all ultimately in service of the customer. For the contact center, this meant searching for tools that provided intelligent automation - not to replace the human agents, but to allow them to actually spend the bulk of their time speaking with students and customers, solving problems, and not wasting hours on the little stuff.

"With the automation and integration of Vonage and Salesforce, we were also able to double our conversion rates with the same number of agents. Since the technology compiles and updates our lead lists in real time, our agents are able to spend their valuable time supporting and connecting with students instead of on menial tasks."

Collaboration and Innovation in Real Time

"We're constantly evolving and improving our customer service and the power and breadth of the Vonage Communications platform enables us to innovate in real time," explains Summers. "We're working with Vonage's Conversation Analyzer now, taking data and feeding that back into the customer journey. Now we can see where the customers come from, where they may have initiated a call or a messaging conversation, and build a really good picture of what's happening with our customers - and Vonage is an integral part of that."



Vonage, a global cloud communications leader, helps businesses accelerate digital transformation. Vonage's Communications Platform enables integration of APIs into existing products, workflows and systems. Vonage's fully programmable unified communications and contact center applications are built from the Vonage platform and empower companies to transform how they communicate and operate.