



Embracing CX in Higher Education

More than half of higher-education decision makers consider customer-centric strategy a top priority, with 42% specifically looking to improve student experiences.¹ Institutions are turning to cloud contact center solutions to meet student needs.

Explore ways to **improve higher-ed student experiences** through the contact center.

Omnichannel Experiences

"Our students can contact us on whichever channel they choose. They can switch between channels, and it all goes to the same team of agents." – [Regent University](#)

82% of customers prefer digital, only 18% of companies offer omnichannel options.²

Personalization

"Five9 gives agents more time to talk with students and really develop a relationship." – Regent University

2X call volume in 2 weeks without adding staff



CRM delivers 20% reduction in application processing time.³

CRM Integration

[Southern New Hampshire University](#) integrated Five9 with Salesforce to aid in identifying and connecting callers with academic advisors.

Responsive Agents

The Five9 supervisor dashboard provides the information [Rochester Institute of Technology](#) needs to make real-time adjustments in its contact center.



Responsive operations are a top-8 capability for customer-centric success.¹



27% have concerns about lacking integrated communication channels.¹

Unified Communications

The advanced video conferencing and voice functionality of Microsoft Teams helps facilitate collaboration for [University of Akron](#) students and faculty.



"Students want to be treated as an individual in every interaction with the university."

– **KPMG¹**

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¹ "Student experience in the age of the customer," KPMG, March 2021.

² "Not Even Higher Education Is Immune To CX Failure," Customer Contact Week Digital, August 2022.

³ "5 Things To Consider When Choosing CRM for Higher Education," TrustRadius, May 2021.