A Nexon success story

WESTERN SYDNEY UNIVERSITY

Founded in 1989, Western Sydney University has grown to become a multicampus facility offering undergraduate, postgraduate and doctoral research degrees. The university has some 2,600 staff and supports more than 47,000 students. It offers courses in a wide range of areas, including business, education, social sciences and healthcare.

To support effective communication with students, the university had established a network of 12 contact centers.

The challenge

Western Sydney University established 12 contact centers leveraging a mix of voice and webchat to communicate with more than 47,000 students.

As student numbers skyrocketed, Western Sydney University's agents received over one million calls each year.

The continually increasing influx in volume, coupled with the university's fragmented contact center infrastructure, forced agents to switch between multiple applications leading to unanswered calls and low quality, disconnected experiences.

The solution

Working closely with its technology partner Nexon Asia Pacific, the university's business and technology teams examined a range of alternatives by evaluating their features and ability to scale.

Western Sydney University turned to the Genesys Cloud platform's AI-powered experience orchestration capabilities to consolidate its communication methods into a single, unified interface and tap into more digital channels to better connect with its students.

Western Sydney University's deployment of Genesys Cloud has transformed student engagement, and its agents are better equipped with the tools they need to deliver timely, personalised responses across the university's global network of campuses.

The outcome

570,000+ interactions

handled across all channels in 2023, showcasing the platform's scalability and capacity to meet increasing demand.

90% Voice abandonment rates

90% improvement in voice abandonment rates leading to more positive experiences.

65% average speed to answer

The digital evolution resulted in a 65% improvement in average speed of answer, leading to more seamless experiences between students and agents.

90% overall CSAT score

The transformation delivered extends beyond student engagement and has changed the day-to-day experience Western Sydney University.

30 minutes saved per day per agent

Productivity gains of up to 30 minutes per agent due to streamlined workflows and consolidated channel views.

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