

# ESM:

## Education Services Management

### Supporting Education Today: Why ESM Matters

EDUCAUSE Quarterly recently reported that 67% of students stated they dropped an online course because of technology challenges. As a CIO or education technology professional, this fact simply underscores the message you've been sending for years: service matters. With the growing adoption of education technology and increased complexity of inter-connected networks and systems, the boundaries between IT service and overall service continue to blur. Whether a student is experiencing issues with the CMS or with registration—the end result can be a dissatisfied end-user.

To help colleges and universities address service quality and consistency across applications, departments, and functions, Presidium offers comprehensive Education Services Management (ESM)—a unique approach that unifies service desk

support for education providers while focusing on the specific needs of our individual clients.

Today, Presidium delivers highly customized 24/7/365, multi-modal, co-managed support environments to more than 650 education providers, including several of the largest community colleges and state systems in the country.

Presidium advocates a centralized framework for managing all interactions throughout the student lifecycle. With this framework, we help clients deliver a consistent and predictable service experience by centralizing critical student services – including IT help-desk support, admissions, or financial aid. Through a unique combination of in-sourcing and co-sourcing, our services free clients to focus on their core mission: **education**.

# ESM: Education Services Management

To provide clients with consistent, high-quality solutions to manage student interaction, Presidium facilitates Education Services Management—ESM. By unifying a broad spectrum of student-lifecycle interactions from support for Course Management and Student Information Systems to support for Financial Aid and Registrar offices—Presidium delivers a fresh approach to resolving the frustration of service ambiguity and improving the student experience.

## The Foundation of ESM

We work with clients to optimize internal and external resources, establish consistency, and create a customized solution to address the challenges and strengths of each client institution. **The five main components of Presidium's ESM approach address issues facing today's educational institutions.**

### 1 Change Management

Presidium empowers clients to manage change proactively. Through various channels such as Wikis and Knowledge base updates via RSS feeds, Presidium helps clients stay ahead of support environment changes to reduce disruptions to teaching and learning. Keeping up-to-date on upcoming changes and possible configuration conflicts is necessary with today's rapidly evolving technology.

### 2 Multi-Modal Support

Presidium offers a comprehensive and flexible support infrastructure to meet the time constraints and communications styles of students and administrators. For students: 24/7 support is available via phone, chat, email, robust self-help, and click-2-call functionality. For Administrators: single contact service is available via our Rapid Response Team, phone, web chat, secure IM, or shared contact center ticketing.

### 3 Contact Center Operations Management

Call Center statistics show: 65% of all incoming requests are generated after 4:00 pm when many teams are clocking out for the day. By partnering with Presidium, clients reduce the challenges of hiring, staffing, training, and managing for variable staffing levels. With more than 400 service representatives during peak periods, we offer clients the flexibility to staff up and ramp down qualified and courteous staff on an hourly, daily, monthly basis to meet peaks and valleys of demand.

### 4 Service Level Agreements

Presidium focuses on optimizing the most important resources – your internal staff and budget dollars. We help clients understand the art and science of service levels and to choose the best speed-to-answer to achieve student satisfaction. Stretching limited budget dollars, without sacrificing the student experience.

### 5 Multi-Sourcing

We work directly with clients' internal teams to understand goals, strengths, and strategic objectives. By focusing on resolving clients' "tier 1 issues", we enable IT and student service professionals to focus on their core competencies.

For example, Tulane University recognized that they excelled at face- to-face technology support for students, however sought a partner to assist with support delivered online and by telephone. Presidium allows Tulane to excel at their strengths and achieve their service management objectives.

Meanwhile, Seton Hall University discovered that 15 questions make up 80% of inquiries to their Financial Aid office, such as inquiries about application deadlines and forms. Presidium now assists with hundreds of these calls each day, taking the burden from SHU's internal team so they can focus on strategic financial aid management.

# About Presidium ESM Solutions

Presidium advocates a 24/7/365, centralized framework for managing interactions throughout the student lifecycle. We customize privately brand solutions to meet individual needs of education providers.

Presidium's ESM capabilities enable us to deliver a continuum of solutions to meet diverse needs. We offer the ability to support single academic technology applications or manage the entire Tier 1 IT Help-Desk. We are equally prepared to field FAQs about Financial Aid applications and deadlines or triage a burgeoning influx of inquiries about student services across campus.

To customize ESM solutions for our clients, we offer a unique blend of infrastructure, contact center services, professional services, and software configured to achieve the specific goals of our educational institution clients.

Through ESM, our clients receive a broad spectrum of student-lifecycle interaction support:

- **Academic technology support for commercial and open source course management systems.**

Clients benefit from our online academic expertise and partnerships. From course management support to 24/7/365 coverage of the entire Help Desk operation, extensive self-help materials include FAQs, illustrations, tip sheets, and animated tutorials for applications, hardware, and other elements.

- **Core Web Services support for applications critical to teaching and learning such as Student Information Systems, email, portals, and collaboration applications.**

To meet instant response expectations, Presidium's multi-modal approach includes a combination of phone, chat, email, self-help, and click-2-call services to retain students and instructors.

- **Tier 1 or Enterprise Help-Desk services to co-manage all incoming requests related to the educational technology environment—from hardware in smart classrooms to core applications within the teaching and learning environment.**

By focusing on resolving clients' most frequent tier 1 issues, we enable IT and student service professionals to focus on their core competencies.

- **Financial Aid Management and Student Services support to manage a spectrum of financial aid and student services communications from incoming inquiries to outbound conversion calls.**

In collaboration with our clients, Presidium creates a support environment that triages the most frequent questions or fulfills those processes that your team would like a partner to manage. Together, we develop an escalation path to co-manage all other incoming requests.

“The core competency of our institution is and always will be focused on teaching and learning and student success. We are eager to leverage Presidium’s experience to co-manage an integrated IT and student services help desk, to provide the best experience for our campus and online community.”

Arnel Cosey  
Campus Provost,  
Delgado Community College



## Ongoing Account Management and Service Optimization

To ensure continued high-quality student interaction solution services, Presidium creates a customized Implementation Planning Guide and work schedule for each client.

We create detailed roadmaps for customizing the incident management system; document telephony infrastructure plans; define routing and escalation procedures; and outline communication work-flows. To ensure solutions are optimum, we schedule regular reviews to examine upcoming changes to the support environment. In addition, we implement and review customer satisfaction surveys, reporting and analytics, and the ongoing project report cards.

### Unique Solutions Match the Needs of Unique Education Providers

With a client base of 650 educational institutions, Presidium offers expert insight to address individual client needs. Acting as a consultant, we assist clients to identify unique challenges and develop customized ESM solutions to meet these challenges. Our goal is to assist our clients to achieve consistent, high-quality student services interactions through true customized solutions.

For an optimal solution to managing interactions throughout the student lifecycle, Presidium calls upon the advantages of ESM – multi-modal, multi-sourcing, operations management – to bundle our services, people, and technology to deliver comprehensive, integrated contact center solutions.

### Partnering with Presidium Means Customized, Cost-Effective Solutions and Savings.

Presidium has the resources, relationships, and expertise to offer a full-range of services to educational institutions—delivering comprehensive ESM solutions.

When you choose Presidium as a strategic partner, you join a collaborative network of 650 Clients – educational institutions and technology providers – mobilized to help solve the challenges of ESM by leveraging best practices and industry data.