

Florida Atlantic University (FAU) is most notably characterized by its distributed campus structure in which the university's programs and services are geographically dispersed, while academically, technologically and administratively linked. This structure was developed to provide public access to higher education, along with the necessary support services, to an unusually large service area comprised of six counties in Southeast Florida.

Given this structure, FAU implemented the Blackboard Learning System to take advantage of the Internet's ability to reach multiple students across the state. However, this meant yet another application for FAU's technical support staff to maintain.

FAU began to support Blackboard through their main help desk. Tickets were entered into the main ticketing system, and once the ticket was manually assigned, the technical support staff would receive an email indicating a ticket had been assigned to them. However, there were limitations. "If there was a Blackboard problem at night, or on the weekend, we could not help because we could not access the ticket to see what the problem was, or who was having it," said Nancy Rubin, FAU Instructional Designer.

Another challenge FAU faced was a lack of resources to support a growing student body of 26,000+. With a new application to support, they soon began to see a pattern of repetitive inquires that tied up precious resources. Recognizing the need to support more users with limited resources, FAU looked into providing their Blackboard solution via an online support method.

FAU selected Parature Customer Service™ software to power its Blackboard support for several reasons:

AN EASY, INTUITIVE KNOWLEDGEBASE

"The online knowledgebase makes it easy for users to troubleshoot their own problems without submitting tickets. The download area lets us to provide manuals and other materials to our users in one centrally located area, allowing them to serve themselves," said Rubin.

SCALABILITY TO SUPPORT MULTIPLE APPLICATIONS

FAU recently implemented a new community portal, and have used Parature Knowledgebase™ to support the application. "We are impressed with the scalability of Parature software. We were able to easily add information about the application into the Parature knowledgebase to begin supporting our users immediately."



CHALLENGE

- A small staff supporting Blackboard with a large number of end users
- Long trouble ticket resolution times due to lack of process
- Diverse technologies, browsers, users and operating systems

RESULTS

- ✓ Portal solves on average 97% of support requests
- ✓ Accurate and timely information benefiting FAU Blackboard users
- ✓ Always on support available 24/7 to students and faculty

SNAPSHOT

Organization: Florida Atlantic University
Industry: Education
Location: Boca Raton, FL
Website: www.fau.edu
Customer Since: 2003

The ease of use of the product, the fact that it is Web-based, and the ability to customize Parature to meet our needs, are some of the most attractive features of Parature. More importantly, the responsiveness of the people at Parature has been wonderful. They are always there to help us help our users!

FAU Instructional Designer

EASY INTEGRATION WITH BLACKBOARD

Thanks to the relationship between Blackboard and Parature, FAU was able to upload articles written by Blackboard directly into their system from day one. This allowed them to have a rich, full knowledgebase ready to support their end users the moment they went live with Parature.

ROBUST TROUBLE TICKETING SYSTEM

Students and faculty can submit help desk tickets through Parature that go right to the Blackboard Support Team, instead of going to the main help desk, ensuring faster and more efficient service. FAU has also taken advantage of the skills-based routing features for help desk tickets, which route tickets to the appropriate person based on a specific issue. In addition, using Parature's user authentication feature, Blackboard users are automatically authenticated to submit help desk tickets through the Parature system.

GREATER EFFICIENCIES, INCREASED CUSTOMER SATISFACTION

Since implementing Parature in August of 2003, FAU has averaged 1,000 visits to their support portal every month. With an average of 35 tickets submitted each month, students, faculty and staff are resolving 97% of support issues on their own without having to contact FAU's technical support team. "Since selecting Parature, we have significantly improved our efficiencies, resulting in an overwhelming increase in customer satisfaction."

ABOUT PARATURE

Parature enables organizations to better serve, support, engage with and retain their customers via the Web. Industry-leading, on-demand Parature Customer Service™ software provides customer service organizations with a comprehensive, multi-channel way to meet the growing expectations of their customers. With more than 10 years experience, Parature serves organizations in a wide variety of industries worldwide and helps support more than 16 million end users. Parature is among Inc. Magazine's Top 100 Fastest Growing Private Software Companies and is the recipient of numerous product, technology, and leadership awards. Today, the Parature name is synonymous with innovation and value in Web-based customer service software, strategies and best practices. Parature is headquartered in Vienna, Virginia with offices in San Francisco and the U.K. For more information, visit www.parature.com or follow @parature on Twitter.

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