

Installation Spotlight

Texas A&M University



Texas A&M University is the oldest higher education institution in the state of Texas. It ranks as the fourth largest university in the United States with enrollment of nearly 70,000 students occupying a 5,200 acre campus.

The Challenge

The university's strategic initiative to outsource many campus operations necessitated that the school find a vendor to handle their operator services. More specifically, Texas A&M sought a solution that would mitigate call volume, reduce operator workload, and streamline the management of operator services. Texas A&M issued an RFP for automated call handling solutions.

The Solution

The university selected Parlance in order to provide callers friction-free, voice-driven access to any employee, department, or campus location, and turn the Texas A&M campus directory into a speech-driven tool.

Our partnership began with Parlance assigning a Solutions Engineer to review Texas A&M's current operation and objectives. Parlance then began integrating the service components that would meet those needs. The first step was developing simple and efficient dialogs to emulate the human experience for callers. Next, Parlance worked with Texas A&M's IT resources to establish an accurate contact data directory and updating process -- a crucial component in maintaining ongoing performance.

Eight weeks later the Parlance Solution was complete, performance had been assessed, baseline metrics were established, and Parlance began acting as the primary call management solution at Texas A&M.

The Result

Parlance speech recognition automation modernized and improved the first 30 seconds of every caller's journey and greatly reduced operational costs at Texas A&M. Parlance Service is on duty 24/7. With Parlance relieving the burden of routine transfers and poor self-service, fewer operators are needed. Now, people can speak naturally and connect quickly with the resources they need. Parlance voice-driven solutions automate over 60% of the university's calls on any given day. Calls are answered promptly (1.5 rings) and callers easily engage to request their destination. Those who are unclear of their destination are transferred to the university's Help Desk immediately.

As a managed service, Parlance offers not only industry-leading technology, but guaranteed ROI. Parlance provides; ongoing performance monitoring, analysis and optimization; ensures every caller receives immediate access; enables uninterrupted availability, takes ownership of campus directory management, and provides Texas A&M scheduled performance reports as well as access to data on key metrics at any time.



Parlance has been able to help us overcome a historically labor intensive operation, and we're looking at an ROI of 5X our Parlance investment in the first year alone."

"The implementation process was very smooth. Not only has our operator call load been reduced dramatically, but we spend virtually no time at all on managing the system, thanks to Parlance's service model. To say we're pleased with this solution is to put it mildly."

Mark Herro, Former IT Manager, Telecommunications at Texas A&M