

AN SDC SOLUTIONS, INC. CASE STUDY

SAN DIEGO STATE UNIVERSITY

Background:

Founded in 1897, San Diego State University (SDSU) is the oldest and largest higher education institution in the San Diego region and is in the top seven percent of higher education research institutions in the U.S. SDSU is the largest among 23 CSU campuses with 34,000 students, 4,000 staff and faculty and 120 buildings.

At the time SDSU went to RFP, the University employed 3 full-time operators and up to 7 part-time operator staff. SDSU utilizes an Ericsson PBX with services to faculty, staff and student dorms.

The Challenge:

SDSU wanted to employ speech recognition in order to deliver improved call handling to its calling community, provide 24 hour coverage for the main answering position and create an environment where the current main answering operators could spend more time handling calls that needed personal assistance. SDSU looked to speech to accomplish these goals for a number of reasons: ease of use, cost-effectiveness, the automation it would bring to the campus, easy access to campus and directory information, increased operator productivity and the elimination of the publication and distribution of a campus-wide printed directory.

The Objectives:

SDSU had several objectives in mind when evaluating speech recognition technology:

- Use it to front the main campus number
- 24x7 directory assistance
- Free operators to handle non-routine calls
- Increase internal and external customer satisfaction
- Reduce non-emergency after hours call to Public Safety

The Solution:

SDSU went through an extensive RFP process and selected SDC Solutions (then System Development Company of New Hampshire) to provide IntelliSPEECH® Speech-Based Auto Attendant, a robust, state-of-the-art speech recognition application. SDC was chosen because of its almost 20 year history and a reputation for putting the needs of the customer first, as well as having a product with an excellent reputation and longevity.

In January 2002, SDSU installed a complete campus-wide directory which included faculty, staff, departments and on-campus students with a final configuration being a 10,000 name system and a 6,000 name housing module (no auto transfer).

The Results:

Currently, IntelliSPEECH is processing an average of 3,000 to 6,000 calls per week with a transaction completion rate above 95%. Since installation, SDSU has eliminated one operator position at a **total cost savings of \$30,000 per year**. SDSU has also eliminated the need for a yearly printed directory **saving an additional \$20,000 per year**. Operators are spending more time on SDSU external main number calls and providing better customer service overall, and the calls to Public Safety dispatch during non-working hours have been reduced. Additionally, the campus can access directory services through the use of cell phones, providing a value-add to both faculty and students.

