



6 ways schools can provide better support during remote learning





6 ways schools can provide better support during remote learning

The uncertainty surrounding recent events has put nearly all schools, colleges, and universities on unsteady ground. Faced with a “new normal,” the education industry is adjusting to a different campus environment.

In the webinar, [“Remote Campus Overnight,”](#) Educause and Zendesk sat down with the State of Louisville’s Executive Director of Operations and Support Services to hear first-hand learnings on transitioning to a remote campus.

Read on to learn six ways schools can adjust their support strategy as they prepare to accommodate for remote-learning in the long-term.



Index

01

Invest in a self-service portal

02

Simplify communication with custom ticket forms

03

Make your team more efficient through automation

04

Easily onboard agents

05

Collaborate internally on tickets

06

Report and track your team's performance

07

Zendesk for Education

01

Invest in a self-service portal



Many schools are seeing an influx of inquiries regarding reopening, classroom settings, and IT problems. Use a self-service portal to streamline announcements and alert students of important updates, such as a VPN outage or network issues.

Keeping track of these announcements in a single place can help avoid student and faculty frustration. By ensuring your agents aren't answering repetitive questions, your

team saves time and can focus their energy on more complex inquiries.

Students and faculty are able to self-serve and find answers on their own. Your team can deflect common inquiries by documenting frequently asked questions (FAQs). FAQs may include simple questions like how to reset a password or more robust guides on logging into a remote learning solution.

02

Simplify communication with custom ticket forms

lin-person support is limited for universities and colleges. To ensure questions are funneled to the right department, schools can rely on Zendesk's custom ticket forms.

Automate and simplify remote communication as schools are able to have multiple forms for different issue types, and keep track of all incoming requests in a single location.

For instance, the IT department may have faculty fill out a form when their services are requested, while the registrar's office can

customize their own form to track class waitlists. Both forms would be automatically routed to the appropriate department.

Create specific forms for everything from transcript requests, parking spots, class inquiries, as well as student registration.

Forms empower your teams to collect all necessary information on the first interaction, and avoid time-consuming back-and-forth communication.

03



Make your team more efficient through automation

Most of our higher education customers previously relayed tickets through one of two processes:

- 1. Shared inbox:** All tickets came into a shared inbox and were then assigned to the right individual or team. This took up valuable time most departments didn't have.
- 2. Manual routing or ticket assignment:** While this group had a ticketing system, they spent a significant amount of time routing and assigning tickets. These customers spent hours copy and pasting email addresses to get individuals to the right team.

With Zendesk, no matter how students, faculty, or parents reach out, all communication is routed to a single inbox, keeping a consistent look and feel. Automated ticket creation ensures that all inquiries are tracked whether the individual called, emailed, texted, or pinged support through social media.

Routing rules are maintained and created by business users, not admins. These rules ensure that the right team is alerted after every relevant inquiry.

04

Simple agent onboarding



Zendesk helps agents strip away the noise from their workflow and are only provided the information needed to do their job effectively.

As tickets come in, they are immediately grouped into lists, or “Views,” based on certain criteria. Support agents can create

views for unsolved tickets, tickets that need to be triaged to another department, or pending tickets awaiting response.

“Views” organize an agent’s work and can help prioritize which tickets need immediate attention, allowing agents to respond accordingly.

05

Collaborate internally on tickets



Without the ability to ask colleagues questions by popping over to their desk, many university agents rely on “Side Conversations,” a Zendesk tool, to help answer student and faculty questions more quickly.

Reach out to team members all within the same ticket with “Side Conversations.” Leave notes on a particular ticket via Slack or email

for colleagues or another department to either ask questions or to get them up-to-speed. By avoiding referencing multiple platforms, agents are able to work more efficiently and receive answers to their questions more quickly. This functionality is particularly helpful to schools as they help onboard new employees starting remotely.

06

Report and track your team's performance



With an out-of-the-box dashboard, schools are able to understand why students are most commonly reaching out and through which channels.

The State of Louisville was able to adjust their hiring and support schedule based on the number of tickets routed to a particular

department, and how many tickets were created on an hourly basis.

These key metrics give schools visibility into the effectiveness of various support or IT teams, and informs the decision-making process with real-time information that can help prove if more resources are needed.

07



Zendesk for Education

Helping colleges and universities provide the best experiences for their students and staff

Today's universities and colleges are continuously strained by budget cuts and rising demands. This drives pressure for smarter and more efficient education technology that is simple to implement with low-risk.

[Zendesk for Education](#) streamlines your school or department's support requests into a single, easy-to-use interface, no hardware, no IT maintenance, no training required. With Zendesk, you can intuitively manage requests and set up a knowledge base for FAQs. So instead of being overwhelmed with queries and complex IT tools, you can focus on helping your students and staff.





Empower your teams with the right tools to positively impact your bottom line

35% With the help of Zendesk's productivity tools, our customers see a 35% boost in productivity

390% ROI with Zendesk



Deliver world class customer service so you can increase loyalty

10% Two months after using Zendesk, end customers spent nearly 10% less time waiting for an initial response...

17% ... and saw requests resolved 17% faster



Do all of this, faster, and reduce cost

90% deploy Zendesk in eight weeks or less

2.8 months payback on investment