



Colorado State University (CSU) is a top tier research institution located in Fort Collins, Colorado. CSU enrolls more than 31,000 students and has over 5,000 employees. CSU's world-class research attracts more than \$300 Million annually.



The Challenge

CSU needed a contact center solution to fulfill the needs of their athletic department. CSU is passionate about their Rams and the sports they play. With space limitations in the ticket office it was not feasible to have all Agents under one roof. The volume of calls to the center can also be inconsistent, so Agents wouldn't just be sitting waiting to receive calls. They needed a distributed Contact Center that could be "anywhere" on or off campus. Often times fans don't buy tickets far in advance and wait until the last minute to purchase. This put a rush on resources and they had to have the ability to dynamically grow the Contact Center on demand.

The Solution

With over 5,000 users up on the main campus' instance of eZuce's Uniteme unified communications solution, CSU decided to install a separate Reachme server instance to accommodate the Athletic Department's Ticket Contact Center needs. Embedded within Uniteme is the Reachme Virtual Contact Center. Agents and Supervisors of the Contact Center log into Reachme via a browser and use existing soft phones or IP telephones to receive calls. Reachme presents the user Widgets, that can be personalized based on the administration's set up in the system. Real time stats on the Contact Center, the call queues in progress and volume of calls in wait are neatly displayed for all to see.

The Benefits

- Flexible design which can be deployed in existing architected environment or in a separate virtual instance
- Skills-based call distribution gets the calls to the right person the first time
- Control of calls via configurable "recipes"
- Ability to meet high demand during peak call volume
- Voice mail queuing, priority queuing, and queue overflow
- Ability to deliver by skills for multiple media sources

“Reachme allowed us to setup recipes that direct calls based on the skill of the agent and flip between locations based on agent availability. This allows the athletic ticket office to work more efficiently to handle extremely high call volumes during football and basketball seasons.”

Kyle Haefner, M.S. Communications Systems Programmer