



OVERVIEW

INDUSTRY:

Higher Education

LOCATION:

Lubbock, Texas

COMPANY SIZE:

10,000+ employees

SOLUTION:

Kayako

BENEFITS

- ✓ Reduced the number of support tickets
- ✓ Improved internal collaboration
- ✓ Increased customer satisfaction
- ✓ Gained self-service capability

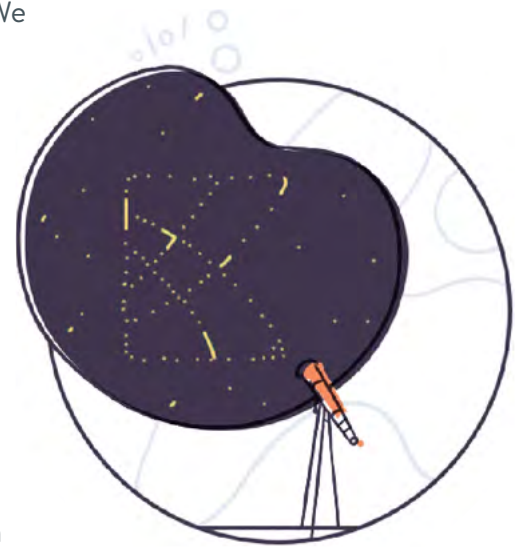
Texas Tech Streamlines Customer Support With Kayako

Challenges

Texas Tech University is one of the top public university systems in the nation. They are focused on advancing higher education, health care, research and outreach. They are the only system in Texas to house an academic institution, law school and medical school at the same location. Unfortunately, managing service requests for a campus that large proved challenging. Their team was overwhelmed.

Texas Tech didn't have a system to help them handle a high volume of support requests efficiently. Both their agents and their customers were frustrated. "We were managing support requests with a shared Outlook inbox. There was little to no accountability. We could see that an email was read, but had no idea if it had been replied to. This created a terrible experience for the customer," explained Kevin Eyck, Enterprise Server Administrator at Texas Tech University.

The team at Texas Tech knew that they needed a new solution. They began searching for a tool that could streamline ticket management and improve communication with their customers.



Solution

After comparing different solutions, Texas Tech chose Kayako because it offered the features they needed to collaborate internally and resolve customer issues faster. With quick implementation and out-of-the-box features, it didn't take long for the team and their customers to notice improvements.

"Once we implemented Kayako, we immediately noticed an increase in the quality of communication and collaboration, especially between our support and development team. Our customers also praised the improved communication," Eyck said.

Kayako's integrated self-service feature helped Texas Tech reduce the number of tickets they received by deflecting common customer requests. "We loaded commonly-requested downloads into a custom payload installer. That allowed the customer to download the software to their system and install it on-demand without administrative intervention," Eyck explained.

Texas Tech also leveraged Kayako's customization options. The team wrote a custom LoginShare and integrated it with the intranet and applications used on their campus. That way, users could log in, make a support request, add new information and check on the status of their ticket at any time.

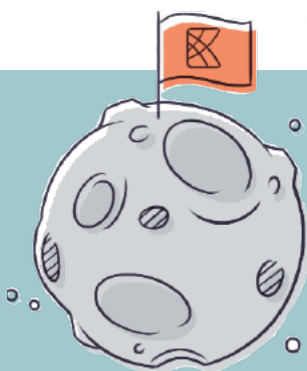
This didn't just improve the support experience for the customer. It also had a noticeable impact on productivity for the Texas Tech team. Since users had more visibility into the progress being made on their request, they didn't need to send as many messages to the support team. This freed up the Texas Tech support agents to focus on bigger issues.

With Kayako, Texas Tech University handles all of their support requests quickly and resolves customer problems with ease. Customers also benefit from the improved processes for ticket management and communication.

“

Kayako is hands-down the most feature-rich, user-friendly and flexible platform I've come across for customer support – both for the customer and for the technicians.”

Kevin Eyck,
Enterprise Server
Administrator,
Texas Tech University



Want To Deliver Effortless Customer Service Experiences?

See how Kayako can help you remove friction from every customer service interaction and maximize customer retention.

[Start Your Free Trial](#)