UNIVERSITY of VIRGINIA

School

University of Virginia

Challenge

> Needed to answer HR-related questions and provide support for 30,000 employees

> Existing case management processes were largely manual and paper-based, making it difficult to provide an optimal support experience

> No ability to track issues to completion or generate metrics around support-related activity

Solution

Service Cloud provides a centralized, complete view of the customer and easy-to-use tools that enable faster and more reliable case resolution

Results

> Allow all members of support team to access the same record when anyone calls

> Increase support capacity without increasing headcount

> Track status of issue from creation to resolution

> Establish baselines for case resolution and customer satisfaction to measure overall performance of team and quality of service being provided

> Use metrics to help identify any training needs for the team, ensuring best possible service levels

Salesforce.org Education Cloud Solutions:

> Service Cloud

UVA Uses Service Cloud to Spearhead a Metrics Revolution for HR Support

Limited by Manual Processes

Within UVA's Human Resources department, the HR Solution Center is responsible for answering questions from nearly 30,000 UVA employees, including approximately 16,000 faculty and staff and nearly 12,000 Health System employees.

"We serve a large community across several different UVA entities," said Gabriela Garcia Largen, Director of the Department. "People contact us about any variety of matters. If it's a current employee, they might be calling with a benefits question, like how to add a new child to their healthcare plan. Former employees might be calling in to request employment verifications or some other documentation."

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Providing ongoing support for the community was challenging because the staff of the HR Solution Center was relying on non-scalable, manual processes.

"When we first started out, we had nothing in the way of sophisticated case management technology," said Jon Williams, HR Specialist, Inquiry Team. "We kept some notes on paper, so there wasn't a centralized record created after someone called or emailed in. If customers called back and got a different person than they originally spoke to, they'd have to start from the beginning and explain their entire situation again. Also, there was no way to track an issue over time and make sure we were closing the loop."

A User-Friendly Choice

To operate more effectively and provide an enhanced level of support to the community, the HR Solution Center turned to Service Cloud, part of the Salesforce.org Education Cloud solution. Service Cloud empowers organizations with easy-to-use customer service tools that provide a unified view of every customer interaction, enabling fast and reliable case resolution.

In making their decision, UVA was drawn to the user-friendly nature of Service Cloud, both on the front end and the back end.

"Having used two other case management systems in the past, I think Salesforce is much easier to use and easier to adopt," said Garcia Largen. "It's also very easy to make an administrative change on the back end, like adding a new service queue for different support areas. With other systems, that could take up to six months; that same change can be implemented in Salesforce in two to three weeks."

Measurable Performance Impact

Putting Service Cloud in place has allowed the HR Solution Center to transform the way it provides support to the UVA community.

"Now, we have a centralized view of the customer," said Christian Deck, HR Supervisor, Inquiry Team. "When someone calls in, the very first thing we do is pull up their record in Salesforce. We can see everything they've contacted us about and instantly understand where things stand with an ongoing issue. If it's a new issue, we can document the concern and either resolve it with the knowledge that's at our fingertips or by finding articles in the Knowledge Base, or we can escalate it as needed."

Since going live with Service Cloud, UVA has been able to efficiently scale its operations, handling more questions from the community in less time. More importantly, they now have a way to track issues from start to finish and measure performance internally.

"Before, we didn't have any metrics, so it was difficult to tell how we were doing on a day-to-day basis," said Kyle Spencer, HR Analyst.

Added Garcia Largen: "Service Cloud has revolutionized our ability to use data and analytics to better understand all aspects of our operations. We are well above target in terms of case resolution and satisfaction ratings in part due to Salesforce as well as other factors that our team has implemented. We have a Salesforce dashboard displayed on a TV monitor in the HR Solution Center so that everybody can see during the day how we're performing."

UVA's HR Solution Center can even look at Service Cloud metrics to help identify training needs for the team, so that they're continuously improving performance. For example, if 50 cases come in on a specific topic, but the team only resolves five of them and has to escalate the rest, then additional training in that area becomes a priority.

Ultimately, this type of efficiency benefits the entire UVA community that the HR Solution Center supports. "The customer doesn't know what kind of software we have running behind the scenes, or how many different service queues we've created," said Garcia Largen. "What they do know is how fast we resolved their issue or answered their question. And the faster their problem is solved, the sooner they can get back to teaching a student, caring for a patient, conducting research, and contributing to the university in a meaningful way. That's the real benefit of Service Cloud."

"Service Cloud has revolutionized our ability to use data and analytics to better understand all aspects of our operations."

- Gabriela Garcia Largen, Director, HR Solution Center, University of Virginia

About University of Virginia

Founded in 1819, the University of Virginia (UVA) is an iconic public institution of higher education, boasting nationally ranked schools and programs, distinguished faculty, a major academic medical center, and proud history as a renowned research university.