



Project Overview Statement

Executive Summary

Project Title: On-Line FAQ's and Internet Chat
Project ID: 125
Project Leader: Kaye Francis
Department: Student Affairs
Executive Sponsor: Silvia Husain

PROJECT BUSINESS CASE

Project Overview

Automate "frequently asked questions" (FAQ's) for all major departments through the implementation of intelliresponse software, or an equivalent product. This new technology is based on a knowledge base of Broward Community College specific information and will provide real-time, accurate answers to questions that our students, faculty and staff may have about our business. In addition to providing the automated "Ask Me Anything" concept, we plan to initiate a basic level of internet chat service for questions that might not be answered by the on-line FAQ service.

Business Goals

To improve our levels of customer service by allowing all departments to provide 24/7 automated responses to inquiries from all over the United States and internationally. We are expecting our front-line staff to spend less time responding to emails and phone calls so they are able to provide face-to-face customer friendly service to those that really need it.

- Enhanced customer service by enabling better use of limited staff resources
- Reduction of current email requests to response center and various departments
- Improved phone support after staff are trained to use the new tools

Success Factors

- College departments must be able to provide initial content and continuous feedback so the knowledge base is accurate and always up to date.
- Recurring funds must be available to support the continued use of the tools

