

A background image showing a crowd of graduates in black caps and gowns with blue stoles. The focus is on a graduate in the foreground on the right, wearing a black cap with a blue tassel and a blue stole. The background is blurred, showing other graduates and warm, bokeh light effects.

**8x8**

# Your University Clearing Checklist

Attract and engage the best students

# Attract more students

Clearing is one of the most important events in the university calendar, giving students an important second chance and providing a key source of funding.

Over 60,000 students find a university place through clearing every year, and 87% of those accepted within 28 days of JCQ results being announced were accepted on the first day. Universities using legacy systems or third-party solutions that operate separately from the university's communication systems find themselves working in silos and lacking the collaboration tools required to deliver the seamless experiences that attract and secure the best students.

The 8x8 Experience Communications Platform™ integrates cloud contact centre, voice, chat, video and SMS capabilities to provide universities with a reliable single-vendor solution that meets all the requirements of the academic year, with the flexibility to scale up to deliver excellence during clearing.

What's Inside

**Reduce costs**

**Connect and collaborate**

**Your Clearing checklist**

**Gain valuable insights**

**On-going support**

**The University of Worcester  
Streamlines Clearing Process  
with 8x8**

# Reduce costs

The 8x8 modern, cloud-based communications solution has significant advantages for education providers. The highly secure, flexible and scalable design of 8x8's communications platform accommodates the needs of students and staff alike with **8x8 contact centre**, omnichannel communications, intuitive user interfaces and a choice of collaboration tools including voice, chat, screen sharing and video conferencing to increase student and staff engagement.

A single communications platform reduces costs by eliminating the need for expensive and time-consuming maintenance of multiple systems and applications.





8x8 has customisable workplaces to increase productivity, while system administration is simplified with a single interface for configuration, user provisioning and management to improve operational efficiency.

Processes are improved with Microsoft Teams, CRM and student record system integration to provide users with the information they need, to add context to conversations, and deliver personalised learning experiences across the entire student journey from application through clearing and on to graduation.

"As a result of implementing 8x8 XCaaS with 8x8 Voice for Microsoft Teams, the university's Clearing queue managed thousands of calls throughout the period."

**Ged Attwood**

Head of Operations, Worcester University

## Connect and collaborate

The Clearing process is a high-pressure time. To attract the right students and fill courses, universities need a robust communications platform that allows agents to focus entirely on keeping things simple and ensuring students are not lost because they cannot get through.

8x8 allows agents and staff to operate seamlessly, no matter where they are located. Remote agents are easily added to and removed from queues as demands change throughout the clearing process to ensure every interaction is actioned.

When teams and individuals can connect and share information easily through voice and digital communication channels, enquiries are processed faster. Plus, staff and student experiences are enhanced, call handling and call wait times are reduced and more applications can be processed in less time.

# 10

seconds average  
wait time

# 4:58

average call  
handling time

Source: 8x8 Worcester University

# Your Clearing checklist

8x8 helps universities stay organised during Clearing by offering full support across our three-step process to deliver excellence.

## 1. Pre-Clearing

- ☐ **Build additional agents** and add them to Clearing queues
- ☐ **Increase Contact Centre port allocation** to the customers' tenant to handle the spike in call volumes
- ☐ **Review call flow** to ensure routing is set up correctly to maximise clearing success

## 2. Day of Clearing

- ☐ **Receive help** from a dedicated solution delivery consultant (7:00 am to 7:00 pm)
- ☐ **Monitor call data** to manage performance to allocate the correct level of resources
- ☐ **Email report updates every 30 minutes** with data on calls, queues, average wait times, abandonment rates, etc.

## 3. Post Clearing

- ☐ **Review reports** detailing call trends from before, during, and after Clearing
- ☐ **Gain insights** from a post-Clearing wrap up meeting with solution delivery consultant and account manager
- ☐ **Remove agents from queues/** remove CC additional users no longer requiring access

# Gain valuable insights

Dedicated contact centre statistics provide accurate analytics across the academic year, during Clearing and other peak times to allow universities to manage resources, reduce call answer times and maximise engagement.

Real-time and historical cross-platform analytics with speech and sentiment analysis provide essential information about how students are engaging. Monitoring activity and trends makes it easy to identify opportunities to improve efficiency through automation and self-service environments to provide faster responses to FAQs, route enquiries to the right teams and reduce unnecessary calls to Clearing helplines.

Customisable dashboards and automated reports ensure everyone gets the information they need, when they need it.

**8x8 Analytics** provides the valuable insights you need to evaluate performance, optimise productivity and prepare for and support successful clearing.



# On-going support

Our dedicated professional services team work closely with universities offering support to ensure clearing is a success, offering the following services:

- Develop unique packages to address the challenges that Clearing creates
- Create and implement a tailored package and resource plan
- Configure additional agents, workflows and training
- Provide white glove support 7:00 am to 7:00 pm during clearing
- Share statistics and analytics on how your contact centre is performing before, during and after Clearing
- Work collaboratively with you to deliver a seamless Clearing experience
- De-commission additional users and reset systems post clearing, ready for the academic year

**Our experts will make best practice recommendations, offer health checks, monitor your network, provide administration services, and much more.**

**Find out more about  
8x8's Communication  
Solutions for Education**





## The University of Worcester Streamlines Clearing Process with 8x8

"Thanks to 8x8, our agents were able to focus entirely on dealing with the students and providing an excellent service."

**Ged Attwood**

Head of IT Operations at The University of Worcester

[Read the full case study](#)



# Communications for the Customer Obsessed

The companies that get ahead today are truly customer-obsessed. Business leaders know they can't settle for good-enough customer experience or just-okay employee engagement scores. To go above and beyond, they know they need a communications platform built for them. One that unites contact center, voice, video, chat, and SMS and delivers it with the reliability, integration, and expert services only a customer-obsessed company can provide.

At 8x8, we know that it takes great experiences to make new connections, to bring teams together, and to turn prospects into loyal customers. Communications for the customer-obsessed means that we believe in our obligation to provide incredible communications experiences, every time.

[Read more here](#)

Contact 8x8 sales or your 8x8 partner for additional information, or visit [8x8.com](https://8x8.com).



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