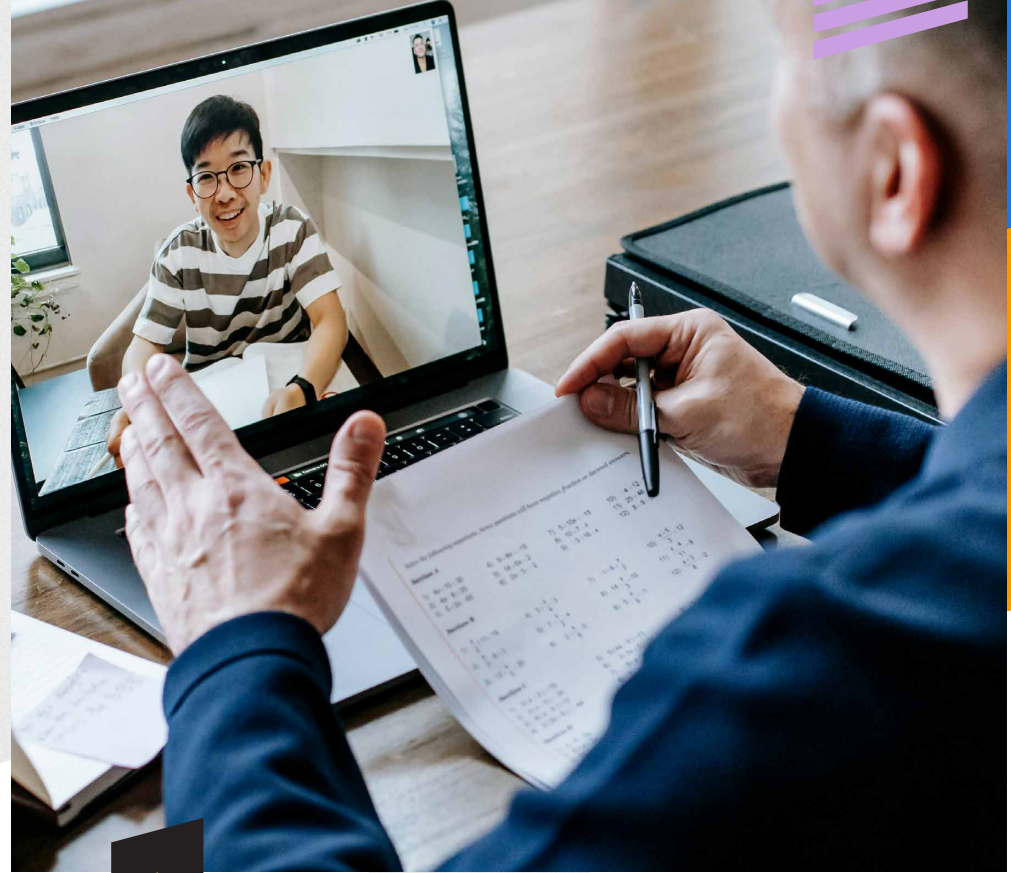


Case Study

# How InGenius boosted Universidad Carlos III de Madrid's user experience and operational efficiency



## INDUSTRY

Education

## COMPANY

uc3m | Universidad Carlos III de Madrid

**Headquarters:** Getafe, Spain

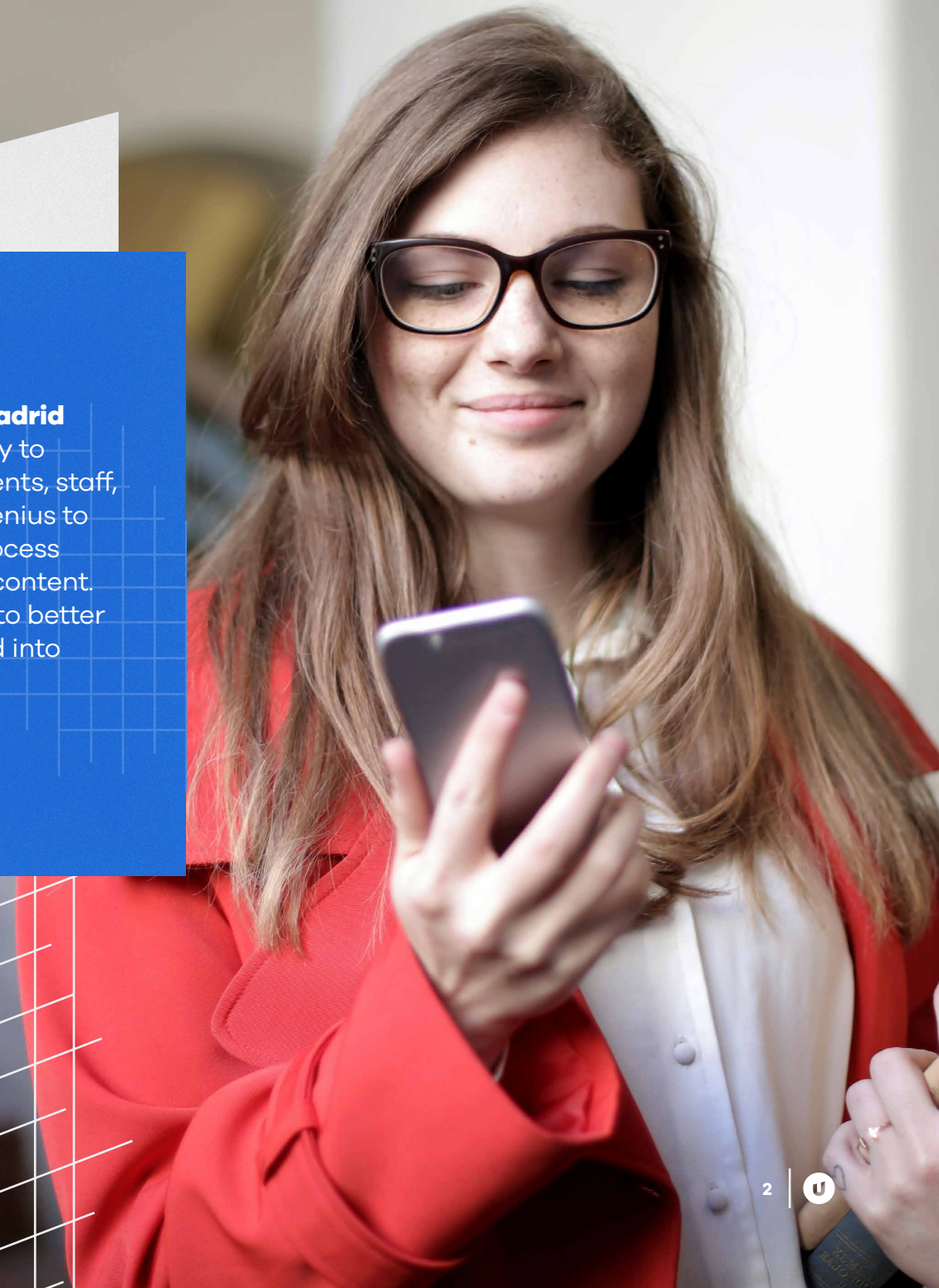
**Enrollment:** Over 18k

[www.uc3m.es](http://www.uc3m.es)

University Charles III of Madrid is a public university in the Community of Madrid, Spain. Established in 1989, UC3M is an institution with a distinctly international profile.



**Universidad Carlos III de Madrid** needed a more efficient way to communicate with its students, staff, and faculty. They used InGenius to enable a more cohesive process with better access to their content. This allowed the university to better scale its efforts and expand into new markets.



# Lack of knowledge access led to everyday inefficiencies.

## Without a CRM to telephony connection, the university's communication efforts were inefficient.

With its nearly 20,000 students and 1700 staff members, Universidad Carlos III de Madrid knew it needed a way to improve its communication and service efficiencies via quick information access and call routing. The sheer number of inbound and outbound calls for a myriad of reasons was causing inefficiencies in its everyday operations.

## Poor customer service for students and staff.

Without a connection between its CRM and telephony system, Universidad Carlos III de Madrid was unable to provide high quality customer service to its staff, students, and prospective students. So, it had no way of knowing why students were reaching out or how many times they did so. By finding a solution to connect their CRM and telephony, the university would improve both student and staff customer service and loyalty.

*"The staff, students, and prospective students are our priority and up to that point, the service we were providing was not of the necessary quality as we were unable to know how many times a student had contacted us or why."*

**– Verónica Carrasco Murillo**

Responsible for the User Service Center at Universidad Carlos III de Madrid's IT and Communication Services



# InGenius – The missing efficiency piece.

## Provided valuable integrations via partnerships.

After evaluating its options, Universidad Carlos III de Madrid decided to go with InGenius because it was a turnkey solution and a Salesforce partner. InGenius was best suited to provide what the university needed because of its affordability and its CTI integration between Cisco UCCX and Salesforce.

## Improving experiences for students and support staff.

Prior to using InGenius, Universidad Carlos III de Madrid was not using any software to connect its telephony and its CRM. Following the implementation of InGenius, it was able to improve its overall user experience and call volume management. Currently, its Attention and Support Center is using it to help configure call actions and provide easier telephone assistance.

## In the future, Universidad Carlos III de Madrid believes InGenius will help future growth with its:

### Scalability:

As the university expands, InGenius will allow more users and functions without having to completely change the communication infrastructure.

### Informed decision making:

By providing data along with analysis of communication and customer satisfaction, InGenius enables more strategic decisions to drive growth.

### Expansion into new markets and to become more competitive:

By boosting its communications presence, the university has more students in both the undergraduate and graduate programs.

**Upland InGenius** helps organizations increase agent productivity and earn happier customers with a seamless connection between your business phone system and your CRM. Deliver better service, sales, IT and HR support with our CTI solution.