

Get your ducks in a row for Clearing 2021

Best Practice Guide

Clearing is one of the busiest times in a university's calendar. This time last year, York University and Huddersfield University were starting to deploy **storm**[®], Content Guru's cloud contact center solution. They had concerns around leaving it too late, biting off more than they could chew, and having enough flexibility to deal with future requirements.

Having successfully deployed **storm** in 2020 and having "total confidence in the **storm** platform", Joanna Radley, Head of Core IT Infrastructure at Huddersfield University has described the process of preparing for clearing 2021 as "the most relaxed the University has ever been about clearing in any previous academic year."

Based on their experience, we recommend five simple steps:



1. Start planning sooner rather than later

Content Guru can support you with this year's Clearing. You will typically need 6-8 weeks from contract completion. We advise Higher Education Institutions (HEIs) to start the internal ball rolling now – review your existing set up and reach out to Content Guru to book a free, no-obligation consultation.



2. Keep it simple with Phase 1...

Our advice is to keep it simple in Phase 1 of deployment. Because of time pressure, the mission critical nature of clearing, and the impact on revenue streams, simplicity is key. Build a firm foundation now, to expand on in future iterations.



3. ...But still think big

Consider how your clearing function can evolve to suit the changing needs of students. Explore omni-channel capability and how this can drive down wait times, free up more agents, and dramatically reduce call abandonment rates.



4. Scale on demand

The beauty of cloud telephony is that if you want to increase the size of your operation you don't have to set up physical phones on-site, but simply order more licences. The virtually unlimited nature of the cloud means you're able to scale up easily, without any costly and time-intensive changes to infrastructure.



5. Build on your foundations with Phase 2

After Phase 1 has been deployed, we recommend a comprehensive review. With more time to plan for next year, our technical and project management experts can pass on improvement insights gleaned from supporting other HEIs.

