

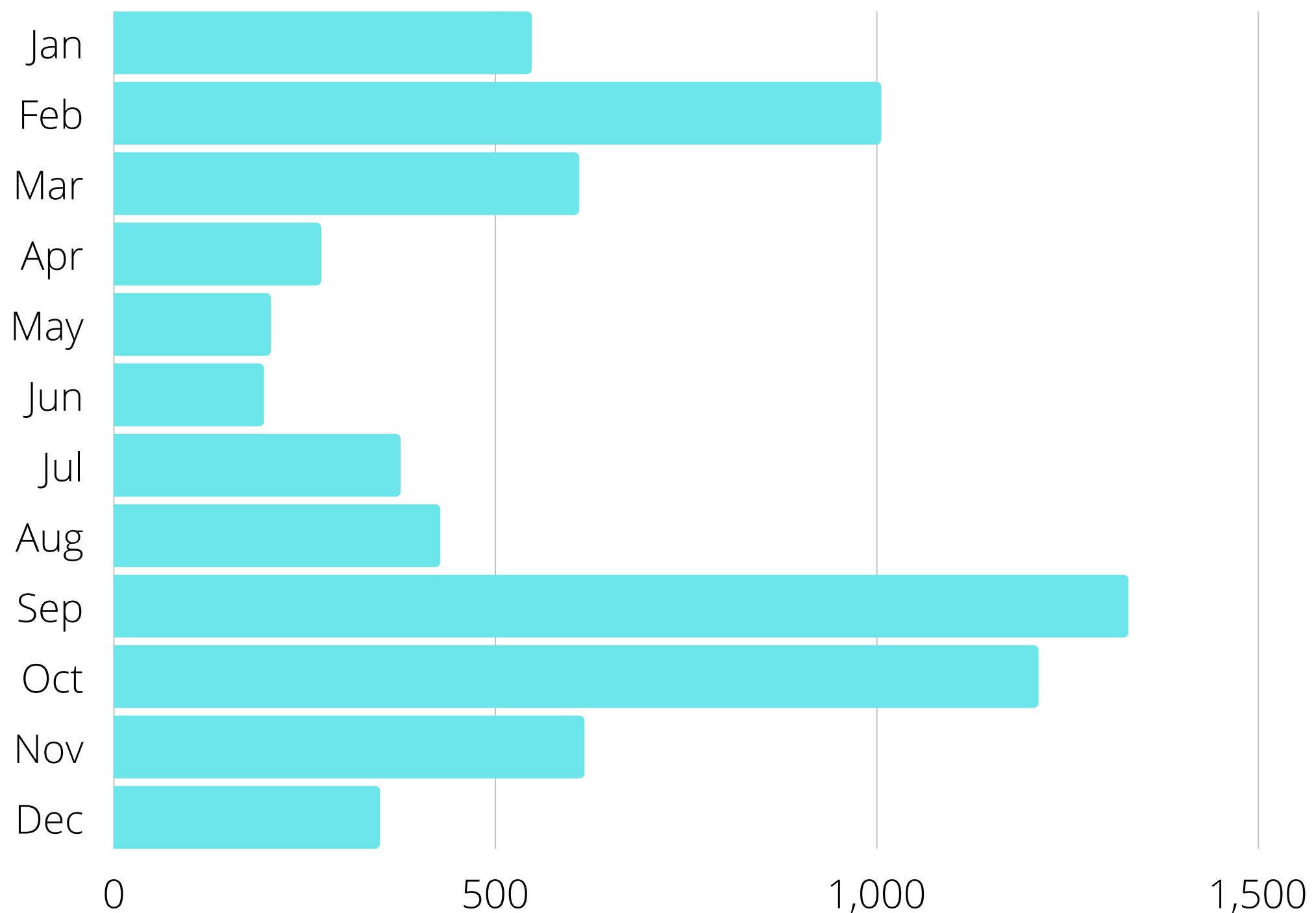
UCC Student IT

2020 Annual Report

CRM

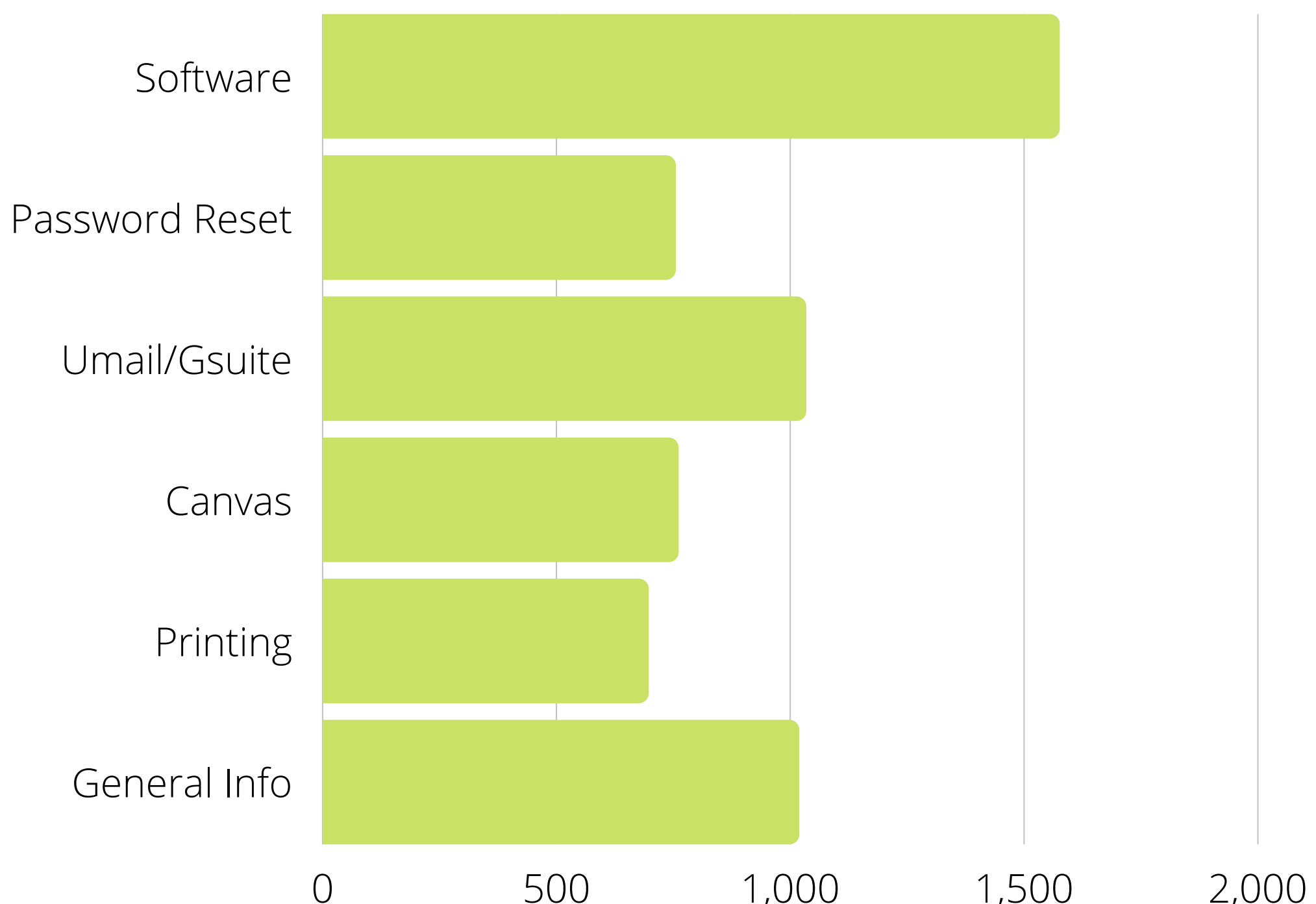
CRM Cases Per Month

- A CRM case is opened for each interaction between SIT and students
- Here is a breakdown of all CRM cases logged for each month of 2020
- As can be seen, CRM cases for 2020 spiked in September/October, correlating with the start of the new academic year
- The average CRM cases logged per month for 2020 was 595



CRM Cases Type Breakdown

- Here is a breakdown of the top 6 case types that were logged in CRM for 2020
- Software issues or queries accounted for the majority of CRM cases in 2020 with 22% of all cases logged being related to student Software
- CRM cases tagged as 'Software' relate to student queries regarding applications such as SPSS, Nvivo, Teams etc.

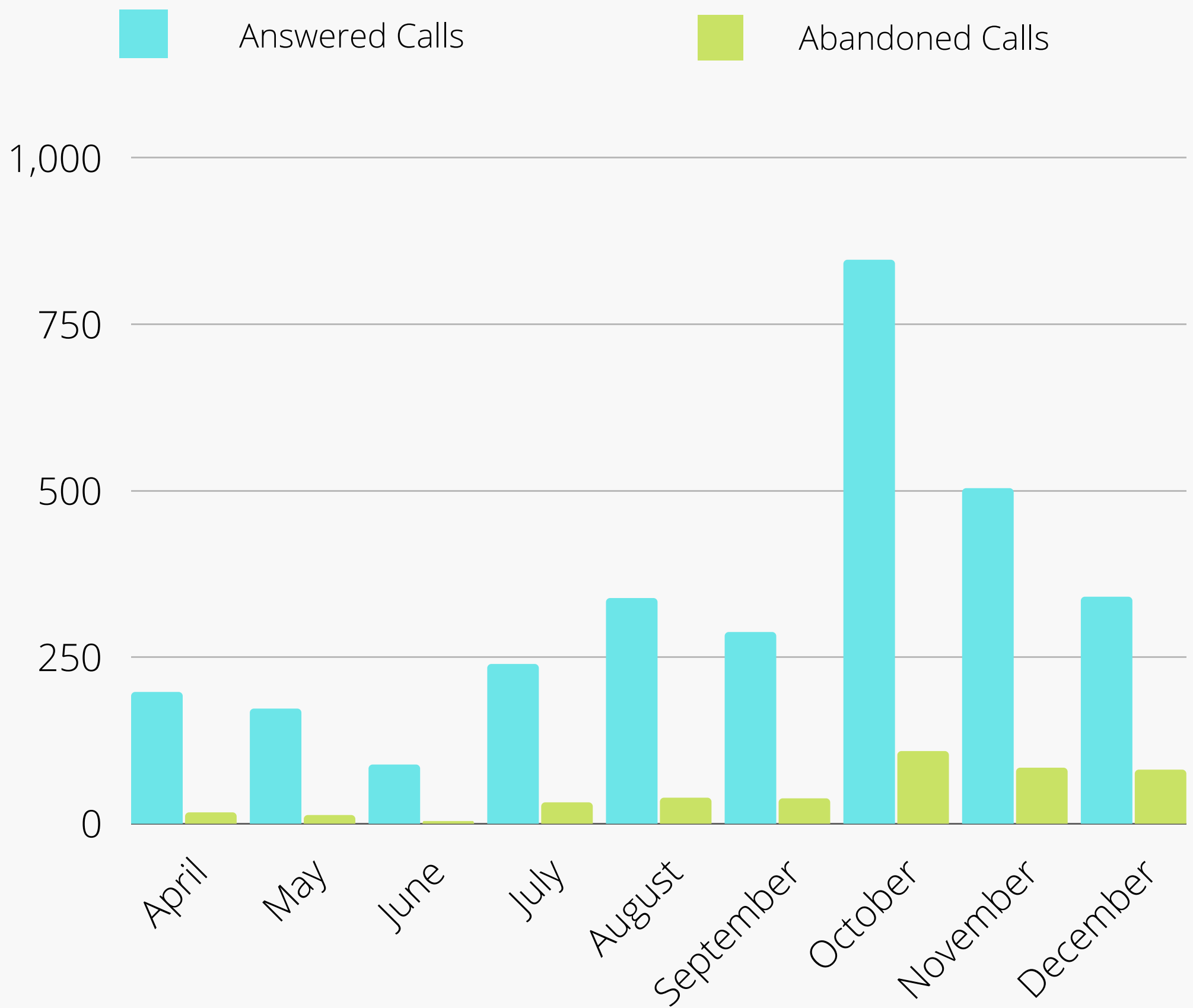


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TELEPHONY

- The new VoIP system was launched in March, here you can see a breakdown of answered and abandoned calls from April onwards
- The total number of calls answered by the SIT front desk (through the VoIP system) in 2020 was 3010
- There is a significant spike in calls during the month of October, correlating with the start of the new academic year
- The yearly abandoned call rate for 2020 was 12%



SUMMARY

7,139

Cases Logged in CRM

1,642

Self Service Tickets Logged

3,522

Calls Received by SIT

3,010

Calls Answered by SIT