

One Stop Services for eLearning Program

Prasitchai Veerayuttwilai

Director Uplus - E Education Program and
Executive Vice President
Samart Telcom PCL, Thailand
prasitchai.v@samtel.samartcorp.com

Abstract

Most of the eLearning program delivery has focused on the producing knowledge base excellence both in content development and courseware management. The university eLearning program implementations are planned to the end to end integration of Course contents development, Self-Evaluation and Testing, Assignment, Report, Learning management system, Student Web Community and University Information Web Portal, binding with effective work flow back office processes. These are the requirements to be a cyber university. There are more University Digitizing processes, which university operating eLearning program should prepare like Multi channel services, which consists of Traditional physical university services, Web base services system and Communication services (Contact Services or Contact Center). Since the eLearning program will operate mostly in Asynchronous mode with supplement with scheduled synchronous mode as Conference, Tutoring meeting. The student needs an easy accesses to both administrative and academic staff, knowledge who to contact about specific queries and fast replies and feedback (Gary M & Gill Forrester). It is important to established Contact Center as One Stop Services Support and further to be the program's strategic direction.

Introduction

In eLearning program, where students are not on campus, there is additional pressure to fill the information needs of current studying on a day-to-day basis, by answering questions about course, assignment, meeting schedule, helping a student get information about their progress and performance, and so on. The students either strong or less competent with computer and internet are facing the change in interacting with learning cycle via electronic. The eLearning degree program as AUplus at College of Internet Distance Education (CIDE), Assumption University (Jintavee Monskul 2006) are designed to serve the studying style “Anyone Anywhere and Anytime” (Charmonman. S, 2006). The student has freedom to learn on step by step on each subject course syllabus as well as working on the assigned in the course work such as assignment, test, report with supporting from facilitating instructors via report form Learning Management System-LMS or E-mail. Since they are not physical contact or on campus, the system relies on the timely response discipline. It is easy to be lost in communication among parties. And the incomplete of integration of eLearning portal and E University back office activity plus operation problem on internet access create more questions and inquiry from student. CIDE decide to implement

outsourced contact center service to filling the gap of miss understanding and unclear communication to get prompt responses and services. Both CIDE and student are informed through Interactive voice response information inquiry and inbound call & out bound call services to agent with CRM system, customized to be student relationship management system, and the eLearning program knowledge base system.

The Reality of eLearning Operation Support Challenges

1. Instructor and student don't have skills and standard practice in electronic environment and English language barrier to make understanding for local student.
2. Course syllabus and instruction are not detail enough to complete transactions.
3. Instructor and student would like to have alarm and alert mechanism in the easy method to communicate.
4. Most of the parties participate in the program are in asynchronous medal.
5. The eLearning content system is designed to get collaboration among student to student (case base study) and instructor to student. Even, they are not physically at the same place. The need a help desk to arrange for synchronous activities.
6. The Internet performance and Internet Access are not stable. And the course contents are rich media, VDO which create longer period to down load and studying.
7. Instructor and student are not full time for eLearning program.
8. The developed courseware content is in the early adopted period. Therefore, their explanation are nor clear or fully present to student to learn. For the most part, faculties who make eLearning a part of their teaching do so by having the electronics simplify tasks, not by

fundamentally changing how the subject is taught.” (p.52) eLearning is compatible with a notion of student-centered learning, but it requires major changes in teaching. “The full potential of eLearning and electronically mediated instruction will not be realized unless there is an acknowledgement, on the part of a large number of faculty, that there is need to substantially improve educational quality (Zemsky, Robert; Massy, William F. 2004).

9. The Internet access to information is alleviated but it still needs a teacher who helps students to transform this information into relevant knowledge, which means that students can only profit from the Internet with appropriate assistance. (Sarah Guri-Rosenblit 2003)

Contact Center Coverage

The Contact center with Knowledge base system is particularly effective, and had their genesis, in organizations that received large volumes of calls from student and candidate who may be experiencing uncertain results as they attempted to find information and the university, individual or department, that could deal with their issue. Even they have the integrated eLearning program which is designed to cover not only the education contents but they cover information and workflow on end to end university activities starting from inviting student to register and apply to study, Acknowledgement on the accepting to enroll and make payment, informing on the access right to university resources as Electronic Library, Web Conference.

The Contact Center System will cover the communication lost on the transactions of E Marketing, E Application, E Enroll, E Payment, E Learning, E Community, E Grade and, E Graduation. It is a Prime contact point for student and staff satisfaction which have particular

significance in three areas (Friedman, 2001): Student Services and Help Desk, Direct Marketing, Management Information System.

The call transaction data is collected by the contact center computer system and processed to be analyzing and transform to call information, or by directly presenting questions to the student and response. The question and answer will be gathered and analyze and be built to knowledge base system.

The contact center services to students engaged in eLearning require that the contact center staff have diagnostic skills (or Computer System Support) that enable them to work with students to determine the nature of and solutions to their course content queries (tutoring), and to work through program issues (advising). To deliver a one-stop shop for students engaged in eLearning, the university or program will integrate Contact Center Agent and Knowledge system with their back office system and tradition support functions and Administration team.

The building of a knowledge base is important and ongoing development for both functions; however, with diagnostic situations, the bigger problem is usually trying to deduce the actual problem (Andrew W, C Huber & Kerri M). The knowledge base built up for many course-related, programs related. And technical questions can be very straight-forward and can comprise simple questions and answers. The knowledge base for diagnostic questions must also include a step-by-step guide for Agent asking questions to determine the nature of the problem, followed by steps as well as the ability to transfer to a corresponding unit to give further answer.

AUplus Contact Center

College of Internet Distance Education (CIDE), Assumption University's

objective is to strength end to end eLearning program with the effective methods of communicating with students and University staff as well as prospective students. CIDE choose to implement the outsourced call center services model to short cut the lack of skill in setting up, operating contact center, building knowledge system, improve services performance and build student satisfaction.

The center will handle a call for information about the university's services, programs, and courses, and redirected to student advisors, to the computer services help desk, to Internet broadband provider.

AUplus Contact Center is enhancing services and fill the service gap to eLearning student in Master of Science of Management as One Stop Services 24*7. At the beginning scope of service are 1st Provide information about the eLearning program, 2nd Handle complaints and gather recommendations of users, 3rd First tier to assist students to solve program usage issues, 4th Generate the reports : no. of calls generated in call center, no. of inquiries, request, complaints, suggestions, details of cases, status of cases.

Support System in Contact Center

1. Interactive Voice Response –IVR
 - o provide the information and the announcement from university and CIDE both in English and Thai
 - o send the requested forms or schedules via email, fax
2. CRM and Knowledge Base System
 - o gather the caller's profile and contact cases
 - o record the contact cases : inquiry, request, complaints, suggestion etc
 - o store the knowledge base
 - o provide script and Call Flow to assist agents
 - o generate management reports

Knowledge Base Structure Phase 1st

In the system, the knowledge base is structured to provide the accurate information to inquirer and facilitate the agents to find them.

- The information about university and program
 - Rational
 - Organization
- The information to apply the program
 - The Applicant’s qualification
 - Applying Method
 - Appointment and Timeline
- The information for registration
 - Registration method
 - Payment method
 - Timeline
- Courses
 - Courses syllabus
 - Instructor
 - The quiz and examination
 - Assignment , Report, Meeting
 - Timeline
- Web
 - Web usage
 - Trouble Shooting
- Academic Calendar
- Announcement
- Contact Management and Profile

Statistic Call cases in Jun 2006

Case Type	Number	%
Inquiries	92	43.6
Request	36	17.0
Complaint	26	12.3
Suggestion	0	0.0
Internet Usage Problem	25	11.9
Wrong Phone / Call Disconnect	32	15.2
Total	211	100.0

Conclusion

Even, we have comprehensive eLearning systems which are integrated end to end studying functions and support facilities in the network environment. The student still need additional services as **one stop services** desk to smooth their learning activities, delivery of instruction and services to student. As general help desk at anytime as 24*7 support the “Anyone Anywhere and Anytime” philosophy. Implementing Contact Center with Knowledge Base system are the key critical success factors in providing eLearning program, bridging the gap of communication as well as learning more about your student and your program.

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