

Open Universities Australia: Transforming Student Support with AI CallCoach

A Case Study by [Icana.AI](#)

Executive Summary

As online education accelerates, Open Universities Australia (OUA) sought to enhance student support quality while scaling operations. By implementing Icana.AI's AI CallCoach, OUA revolutionized its approach to student engagement, achieving significant improvements in service quality and operational efficiency. This case study explores OUA's journey, highlighting how AI-powered analytics enabled the institution to elevate every student interaction.

Two of the key wins from this implementation:

- **Reduced Time to Proficiency:** New student advisors now reach full productivity in 4 weeks instead of 6 weeks.
- **Comprehensive Call Analysis:** Transition from reviewing a small sample to analyzing 100% of calls, providing unprecedented insights.

"I believe AI can help us flip the 80/20 rule, so that our staff can focus 80% of their time on the 20% of work that truly adds value."

- Stuart Elmslie, CEO of OUA

This transformative shift empowered OUA to optimise operations, allowing student advisors to dedicate their efforts to the most meaningful interactions, ultimately driving better outcomes for students and setting a new benchmark in online education support.

About Open Universities Australia

Open Universities Australia is the leading online higher education platform in Australia, offering access to thousands of degrees and subjects from top universities nationwide. Committed to breaking down educational barriers, OUA connects students with flexible learning opportunities that align with their goals.



The Challenge: Scaling Quality and Consistency

OUA's student support comprised six teams with around 70 Student Advisors handling a complex mix of inbound and outbound calls for prospective and current students. As demand grew, OUA wanted to focus on:

- **Quality at Scale:** Ensuring consistent, high-quality interactions across thousands of monthly calls was increasingly difficult.
- **Agent Development:** Continuous skill enhancement was needed to provide nuanced guidance.
- **Efficiency vs. Satisfaction:** Balancing operational efficiency with exceptional student experiences.
- **Dual Focus:** Excelling in both service-oriented support and sales-driven engagements.
- **Limited Call Reviews:** Traditional QA processes allowed for reviewing only a fraction of calls, leaving many interactions unassessed.
- **Actionable Insights:** Lack of (near) real-time data hindered informed decision-making for training and improvements.






The Solution: Implementing AI CallCoach

OUA partnered with Icana.AI to deploy AI CallCoach, an advanced solution designed to transform call center operations. Rachit Monga, Head of Student Recruitment at OUA, explains:

"One key consideration for us in choosing CallCoach was the extensive configuration options, allowing us to tailor it to our processes. Icana.AI was instrumental in calibrating CallCoach for our purposes."

- Rachit Monga, Head of Student Recruitment at OUA

Key Features of AI CallCoach

-  **Comprehensive Analysis:** Unlike traditional methods limited to a sample of calls, AI CallCoach analyses every conversation, providing a complete view of student interactions.
-  **customised Criteria:** Tailored to OUA's specific needs, ensuring alignment with organisational goals.
-  **Automated Audits:** AI-driven evaluations offer consistent, objective feedback across all calls.
-  **Tone of Voice Assessment:** Advanced analysis of emotional nuances enhances empathy and responsiveness.
-  **Near-Real-Time Feedback:** Prompt insights enable immediate improvements in agent performance.

Implementation Strategy: Collaborative Change Management

Pete Pappas, Capability Lead in the Student Recruitment team, emphasized the collaborative approach:

"The calibration options that CallCoach offers allowed us to incorporate feedback from team leads and advisors. This collaboration was key to successfully introducing to, and implementing the AI CallCoach with, the team."

- Pete Pappas, Capability Lead in the Student Advisory team

Steps Taken

The implementation of AI CallCoach at OUA followed a carefully planned strategy focusing on collaboration and gradual adoption. **Stakeholder engagement** was prioritised from the outset, involving team leads and agents early in the process to foster ownership and reduce resistance.

The team strategically positioned AI as an **assistant** rather than a replacement, framing the technology as a supportive tool to enhance acceptance. **customisation** played a crucial role, with AI criteria being meticulously aligned with OUA's existing processes to ensure relevance and seamless integration.

The implementation embraced an **iterative refinement** approach, making ongoing adjustments based on feedback to promote continuous improvement. Lastly, comprehensive **training programs** were developed and deployed, equipping staff with the necessary skills to effectively utilise AI-generated insights in their conversations.

Results and Impact: Elevating Student Support

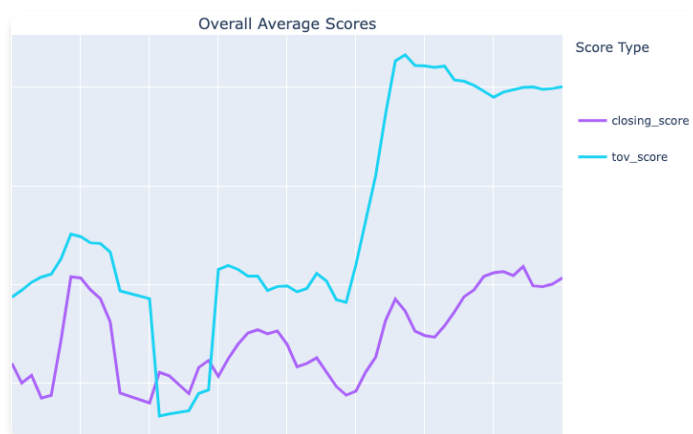
Within two months, OUA experienced transformative results:

- **Time to Proficiency reduced by 33%:** Reduced new hire Time to Proficiency from 6 weeks to 4 weeks, significantly decreasing training costs and accelerating ROI on new hires.
- **Quality Improvements:** Achieved a remarkable 10-15% enhancement in multiple quality metrics, including tone-of-voice and communication effectiveness.
- **Efficiency Gains:** By analysing all calls, CallCoach freed team leads from manual reviews, allowing them to focus on coaching and development.
- **Data-Driven Decisions:** Near-Real-time insights fostered a culture of continuous improvement.

"The impact on our training program has been remarkable. What used to take six weeks we now accomplish in four, getting new hires up to speed and contributing value much faster than before. [...] With AI CallCoach analysing every call, we have unprecedented visibility into our student interactions. This comprehensive oversight is a game-changer."

- Rachit Monga

Overall Average Scores Improvement



Note on improvement rates: Tone of voice can be improved by agents directly after reading feedback, while improved closing often involves some structure, training and/or coaching.

Key Advantage Highlight: analysing Every Call

Traditional QA processes limited OUA to reviewing a small percentage of calls weekly. AI CallCoach transformed this by evaluating 100% of interactions, ensuring no insights were missed. This comprehensive analysis allowed OUA to:

- Identify and address issues promptly.
- Recognize and replicate successful strategies.
- Ensure consistency and compliance across all communications.

Lessons Learned and Best Practices

OUA's success offers valuable insights:

1. **Embrace Collaboration:** Engaging staff at all levels enhances adoption and effectiveness.
2. **Leverage Full Capabilities:** utilising AI to analyse all calls maximizes value and insights.
3. **customise Thoughtfully:** Aligning AI tools with specific needs drives relevance and impact.
4. **Promote Continuous Learning:** Regularly refining processes sustains improvement.
5. **Balance Technology and Human Touch:** AI augments human capabilities without replacing them.

Conclusion: Setting a New Benchmark in Online Education

By implementing AI CallCoach, Open Universities Australia significantly elevated its student experience, setting a new standard in online higher education. The ability to analyse every call provided unparalleled insights, driving improvements in quality, efficiency, and satisfaction.

The success of this implementation underscores the vast potential of AI CallCoach to drive substantial improvements in call center performance, customer satisfaction, and overall operational efficiency across various industries. As online education continues to grow and evolve, OUA's innovative use of AI technology positions them at the forefront of student-centric, technology-enabled learning experiences.

Looking forward, OUA plans to further harness AI insights to:

- Personalise learning journeys.
- Continuously refine support strategies.
- Measure the success of marketing campaigns using the CallCoach lead scoring assessment

This commitment ensures OUA remains at the forefront of delivering exceptional, student-centric experiences in the digital learning landscape.



Founded in Australia, [Icana.AI](#) specializes in developing cutting-edge AI solutions that transform call center and contact center operations. Our flagship product, [CallCoach](#) represents a new generation of AI-powered coaching tools, that analyzes every customer interaction to provide actionable insights and measurable improvements.

[Why don't you try out a demo with your own recordings?](#)

Why Choose CallCoach?

- Easy integration with your existing call center software
- 100% call analysis with near real-time feedback
- Proven results in reducing Time to Proficiency