

# TROY UNIVERSITY – CASE STUDY



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## About Troy University

Founded in February of 1887, Alabama's Troy University is one of the South's most enduring institutions of higher learning. Originally founded as a teaching college, Troy now offers over 5,000 undergraduate and graduate degree programs to over 28,000 students.

Troy continues to serve the State of Alabama, military and students world-wide through seven on-ground traditional campuses, and eCampus, Troy's online institution.

## Challenge

Troy University was seeking a partner to provide Financial Aid Contact Center Outsourcing support to its diverse student population. At the time, Troy University maintained four separate vendor relationships supplying varying degrees of IT, telecommunications, and other office and student services outsourcing. Troy determined that a single, all-encompassing student services and contact center approach would provide the most effective, consistent, and streamlined student support solution possible.

Troy University's contact center needs included:

- A single, unified source for financial aid, students, help desk, bursar and all student support services.
- A comprehensive solution to serve as the single point of contact across all Troy campuses, including the online "eCampus".
- A partner that could manage the scale of Troy's 28,000 student population.
- A partner that understood the critical and unique needs of the military student- from traditional support to the unique financial aid requirements.

- A proactive, transparent relationship that would offer suggestions for streamlining and improving overall student service delivery, resulting in increased student satisfaction and improved learner outcomes.



## Solution

Upon solicitation through an RFP process, Greenwood & Hall was selected as the strategic partner to provide a single-source of student contact for all support needs: Services, help desk; bursar, admissions, and financial aid.

- An existing expansive technology platform was leveraged to launch Troy's financial aid services solution within seven days.
- Agents were trained by Troy University, to better understand the culture, brand, and needs of Troy and its students.
- Financial aid experts trained in supporting the needs of the military, i.e., the Post 9/11 GI Bill, established protocols and processes to support this group.
- Extensive performance reporting and feedback was provided to identify and address opportunities for improving service delivery.
- A centralized communication process was implemented to manage student, parent, and faculty queries through phone, web, email and chat.
- Transparency of process and data were enhanced through weekly meetings with University leadership, enabling continuous improvement.
- A dedicated, on-site employee was appointed.