



DEVRY: A HUMAN-CENTRIC APPROACH TO DIGITAL EXPERIENCES

STEFANINI AND DEVRY UNIVERSITY CO-CREATE A STUDENT-FIRST SOLUTION FOR BETTER CUSTOMER EXPERIENCE.

Digital-First Education

DeVry University is one of the leading higher education institutions, serves more than 22,000* students who strive to improve themselves and careers with education. DeVry students are unique, most are adults and more than 85% of courses* are taken online. With this in mind, the university is focused on the digital user experience of its students as well as serving students and faculty at its more than 45 campus locations.



“DeVry University is committed to a digital first experience for our students. It is a hallmark to our digital transformation, with a student-first approach. This made Stefanini a natural partner for us.”

Chris Campbell
CIO, DeVry University

A trusted a partner for quality service

In 2016, DeVry University struggled to keep its internal helpdesk staffed to keep up with user demands. Technology peers in the industry suggested Stefanini as a reliable partner for service desk support and smart workplace solutions. After a Request for Proposal process, Stefanini and DeVry partnered to improve customer service for both students and faculty. Customer satisfaction ratings dramatically improved to 4.7 stars out of 5, with a zero call abandon rate. In 2019, DeVry and Stefanini extended their service partnership to include field service, with hands on support technicians both permanently assigned and as-required across DeVry's 45 campus footprint.

FACTS AND FIGURES

22,000



STUDENTS

85%



ONLINE

45+



CAMPUS LOCATIONS

24x7x365 L1 AND L1.5 SD
L-2 REMOTE DESKSIDE SUPPORT
SERVICENOW
SOPHIE PLATFORM
FIELD SERVICES



“The Stefanini-DeVry partnership has been an extraordinary one. We understand each other very well. It's a transparent relationship with forward thinking ideas to make sure that the end user experience for students and faculty can be among the best there is in the market.”

Bill Miralia
Business Unit Leader, Stefanini



Student-First Approach to Artificial Intelligence

After a successful launch, DeVry University expanded the partnership with Stefanini. It implemented a chatbot to serve a crucial role in providing excellent self-service and connected experiences. Stefanini's Sophie platform leverages cognitive computing and artificial intelligence, with a focus on self-adaptation, to enable her to achieve self-learning and human-like interaction. DeVry choose to personalize the platform with its own name and icon to reflect the demographics of its students. The platform will serve multiple knowledge bases and service areas, including students, faculty, and human resources. "The Sophie platform has, to this point, exceeded our expectations," says Campbell.

Forward-Looking Approach

DeVry University is familiar with how quickly the higher education market is evolving, and knows the importance of supporting students where they are. It's capitalizing on sentiment analysis to better serve students. Stefanini is co-creating with DeVry, expanding the Sophie platform to use sentiment analysis and machine learning to address student satisfaction as well as retention risk. Campbell adds, "As we move forward in the future, we're exploring opportunities that deliver both learning experiences and service to our colleagues and students."



"I would absolutely recommend Stefanini. At DeVry University, we have something we call the culture of care: how we take care of our students, how we take care of our colleagues, how we take care of our faculty. Care is a real a real thing at the DeVry University and Stefanini is perhaps the first partner I've worked with that shows that same care. Both care in their partnership with DeVry University, but also true care and ownership of how they interact with our students and our colleagues every day."

Chris Campbell CIO, DeVry University

