



INFOSHEET

University clearing readiness offer

Grow revenue by ensuring your systems withstand peak demand

Prepare for your busiest season of the year

Whatever the evolving shape of your customer journeys, certain events must be designed to take place, but ensuring these are consistently happening as planned is critical. For example, take the peak season for universities through the clearing period. You scope every technology to operate within an assumed capacity, so what happens when you exceed your threshold?

Recent statistics show that over 50% of all clearing calls are not answered, at an estimated £70,000 per instance. You can imagine what this equates to in lost revenue.

As more and more universities move to virtual contact centers, you might be sharing bandwidth with other companies and universities too. Have you considered what happens when every multi-tenancy client simultaneously needs their **Contact Center-as-a-Service (CCaaS)** vendor capacity?

Although a benefit of the cloud is the promise of elasticity, it's not infinite, as every CCaaS vendor will have made assumptions and invested accordingly. So, who suffers when all that peak demand aligns?

Ensuring your systems perform at capacity and beyond is essential to driving revenue growth and protecting CX. That's why testing becomes your insurance during busy periods, including university clearance.

Why and when you need to test

The need to anticipate new capacity challenges drives the need for more rigorous business continuity planning. Although heightened demand might originate from an expected peak, you cannot afford to leave critical events like this to chance.

The overall purpose of testing is to verify that customer interaction and agent experiences perform as the organization intended and continue to do so up to peak capacity and beyond. When it comes to peak season for universities through the clearing period you need to have confidence in the capacity of your systems to cope with **huge spikes in** demand.

THE IMPORTANCE OF READINESS

- Assure system interoperability
- Independent validation of CCaaS vendor capacity for peak demand
- Capacity testing of infrastructure that mimics real-world scenarios
- Rigorous business continuity planning
- Industry leading trusted advisors

KEY BENEFITS

- Zero impact to existing infrastructure
- Identify and fix critical issues
- Contact center is prepared in advance for university clearing
- Optimize revenue generation
- Flexible and scalable solution sizing
- Optimize customer experience

Testing ensures your systems operate as designed

Simulate your complete clearing experience, including queuing with structured testing prior to the clearing go live. Hammer University clearing readiness provides you with:

1. **Assurance** – Confidence in your network and system to support peak operations. Measure end-to-end interoperability and performance that mimics customer scenarios
2. **Insight** – Quickly pinpoint the root cause of system failures
3. **Optimization** – Proactively resolve issues, defects and optimize customer experience
4. **Flexibility** – Cloud-hosted, composable deliverables
5. **Best Practice** – Access to test automation experts with experience across highly regulated industries of banking, insurance and healthcare

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This package is for a **limited time** and at a **highly discounted price point**. [Schedule a 15-minute call](#) to learn more and discuss how we can help.

About Hammer

The largest contact centers around the world rely on Hammer and its proven technology to guarantee optimal customer experience and business outcomes. Through automated end-to-end testing and assurance solutions that mimic real-world citizen and customer engagement, Hammer ensures its clients deliver high-quality communications across voice, IVR and digital channels. Hammer solutions play a pivotal role in ensuring excellence in day-to-day operation of more than 250 large enterprises, including 6 of the top 10 global banks, 8 of the top 10 global healthcare organizations and 7 of the top 10 largest insurance companies.

For more information, visit www.hammer.com