



THE TECHNOLOGY OF COMMUNICATION FOR DISTANCE LEARNERS CREATING A VIRTUAL LEARNING ENVIRONMENT

Peirce College[®] is distinguished by a balanced commitment to pragmatism and innovation. Established over 140 years ago with a focus on practical learning for a student body comprised primarily of working adults, Peirce College now offers bachelor's and associate degrees in Business Administration, Paralegal Studies and Information Technology. Applying an innovative approach to learning, Peirce crafted a flexible program that offers students three distinct learning formats: on campus in Center City Philadelphia; on site at company and community locations; and online through Peirce Online. Peirce College is one of the oldest accredited colleges to offer complete online degree programs in the United States.

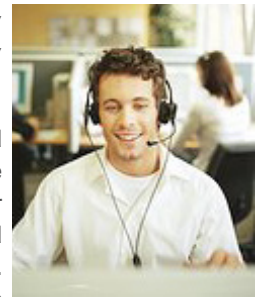


Consultedge designed and deployed a communications solution to support Peirce's commitment to customer service, program administration, and collaboration among students and faculty. The comprehensive solution incorporates unique Avaya technologies including the S8500 Media Server, Communication Manager, Modular Messaging, IP Softphone, Expanded Meet-Me Conferencing, Call Center and Accounting Software, and an EAS Server. Consultedge's integrated communication solution provides Peirce College with the versatility and efficiency to meet demanding program objectives:

- **Communication:** Students and faculty are linked through a high-reliability digital and IP communications system. Calls can be placed and received through telephones or computers using simple Graphical User Interfaces (GUIs) or common desktop applications such as Microsoft, Outlook and Internet Explorer. Modular Messaging, a powerful standards-based voice and fax messaging platform, supports a range of call answering and voice messaging capabilities. Messages are accessible anytime, anywhere, and from access devices including telephones, fax machines or PCs.
- **Collaboration:** Meet-Me Conferencing allows audio conferencing for up to 300 participants in a single conference without adding per-call access fees. Regularly

scheduled "Open Hours" are maintained by professors, offering students the opportunity to communicate one-on-one with distant instructors. Options support video conferencing and Instant Messaging for enhanced collaboration.

- **Customer Service:** Optimal call center performance is assured through a robust system that optimizes customer service, agent resources and enterprise planning strategies. Advanced customer segmentation improves personalization through such features as online access to interactive questions/answers and live operators. Additional capabilities range from automatic callback and call forwarding to priority calling, personal station access, coordinated dialing between locations, and a directory feature.



- **Administration:** Call accounting and record keeping capabilities enhance the management of customer service, resource planning and employee accountability functions. Routine monitoring of activities including response rate and hold times allow rapid identification and resolution of inadequate customer service, budgeting and staffing.

- **Scalability:** The system infrastructure is designed to assure enterprise-wide expansion in the future, accommodating up to 3,200 ports and enabling the integration of future telephony applications from any technology provider.

As one of three interchangeable ways to study, Peirce Online eliminates the geographical limitations and scheduling conflicts that have compromised student participation in traditional college programs. Consultedge's comprehensive communications solution has become a key factor in assuring that Peirce Online remains one of the nation's fastest growing educational programs.



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