



UNIVERSITY OF DUBAI



UNIVERSITY OF DUBAI DEPLOYS LIVE CHAT SERVICE TO ANSWER STUDENT QUERIES 24/7

University of Dubai (UD) was established in 1997 by the Dubai Chamber of Commerce and Industry to address the skills and qualifications gap in the workforce and to support the government's Emiratization initiative through human resource development programs in both the public and private sectors.

University of Dubai faced a challenge in terms of heavy online traffic visiting their website on a daily basis but was not being properly addressed. This traffic included current students who had questions regarding their curriculum and coursework. A huge part of the traffic were prospective students who were enquiring about enrollment into the University. The unavailability of staff during off-hours was resulting in unanswered queries.

With LiveAdmins, University of Dubai has been able to cater to online queries seven days a week. The responsiveness of the service ensures that whenever someone visits the University website, there is always a chat agent present to talk to the visitor.

LiveAdmins, established in Chicago in 2002, has enhanced online experience for students on the University website through the deployment of its flagship technology and innovative solutions.

AT A GLANCE

- Established by Dubai Chamber of Commerce and Industry
- Total Students for Spring 2015-2016: 600
- Undergraduate Students: 474
- Postgraduate Students: 126
- Countries Represented by UD Students: 52
- Student Job Placement Rate: Up to 90%

ISSUES

- Heavy online traffic not being catered to
- Student queries not being addressed 24/7
- Loss of enrollment from prospective students
- Lack of 24/7 availability and support

RESULTS

- Enhanced engagement because of LiveAdmins Live Chat Agents
- Queries received were accurately addressed by Chat Agents
- New leads were generated through chat sessions with prospective students
- LiveAdmins provides round the clock customer service through live chat

"LiveAdmins has added value to University of Dubai, because we are there to serve people online 24/7. If anyone has a question, he can go online and will find someone who he can reach. We would recommend LiveAdmins to anyone because it will excel their customer service and their presence online."

Haitham Almaaini, Head of Graduate Recruitment, University of Dubai

Find out more

Call +971 4 423 2624 or visit us online at liveadmins.com