NCR EDUSERVICES
Empowering Education Ecosystem Globally

13 YEARS

Case Study

HOW NCR EDUSERVICES ASSISTED AN EUROPEAN UNIVERSITY TO SETUP THEIR ONLINE DEGREE VERTICAL AND SCALE THEIR OPERATIONS



Helping Students To Learn Better By Empowering Global Education Ecosystem

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Title: Enabling Growth and Success for a European University's Online Technical Degree Program

A Case Study of Collaboration between a European Technical University and NCR Eduservices

INTRODUCTION

In the rapidly evolving landscape of education, online learning has become indispensable, especially in the wake of global events like the COVID-19 pandemic. One of the European universities, seeking to expand their reach and offer high-quality technical degree programs online to working professionals and to those who seek online degree courses, often face numerous challenges in terms of staffing, support services, and maintaining academic standards. This case study delves into how NCR Eduservices, a leading provider of educational services, partnered with a prestigious European university to overcome these challenges and achieve remarkable success in their online endeavors.

BACKGROUND

This European university, embarked on a journey to launch online technical degree courses catering to both undergraduate and graduate students. They designed this degree course specially for working professionals and for those who wanted to complete their undergraduate or graduate courses online or to those who wanted to resume their studies. Recognizing the importance of offering comprehensive support and maintaining academic rigor, the university sought to enlist tutors with extensive subject knowledge, preferably holding Ph.D. degrees. Additionally, they aimed to provide 12 hours of support, 365 days a year, to ensure seamless learning experiences for their students.

CHALLENGES FACED

The European Technical University faced several challenges in their quest to provide academic support services to their students. These challenges included:



Staffing Challenges:

- **Academic Qualifications**: Finding tutors with Ph.D. degrees in technical disciplines is a niche requirement, often limiting the pool of available candidates. The university likely faced difficulties sourcing and attracting such highly qualified individuals.
- **Time Constraints**: Launching online degree programs requires a swift assembly of a qualified teaching faculty. However, the time-consuming nature of academic recruitment, including screening, interviewing, and onboarding, posed a challenge to meet the project's deadlines.

Support Service Management:

- **Support window**: Providing 12 hours support necessitates efficient scheduling and staffing to ensure continuous coverage. Managing shifts, especially across different time zones, while maintaining service quality, can be logistically complex.
- **Technical Expertise**: Handling student queries and technical issues requires a team with diverse skills and expertise, including subject matter knowledge and proficiency in online learning platforms. Ensuring consistent support quality across all interactions presents a significant challenge.

Grading & Academic Support:

- **Consistency and Quality:** Maintaining consistent grading standards across multiple courses and assignments is crucial for academic integrity. However, achieving uniformity in assessment practices can be challenging, particularly with a large and diverse team of tutors.

- **Training and Oversight**: Providing adequate training and support to tutors to ensure they understand and adhere to grading rubrics and academic standards requires dedicated resources and oversight. Without proper guidance, there's a risk of variability in grading quality and student experiences.

Academic Content Review:

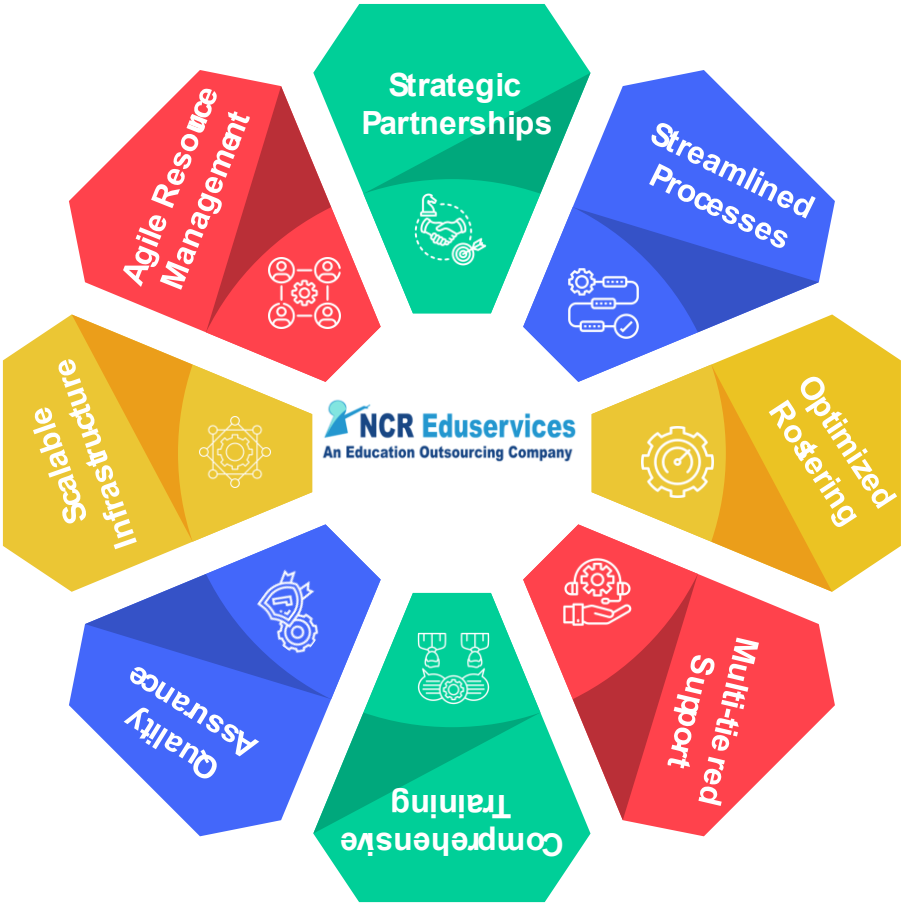
- **Quality Assurance:** Ensuring the academic integrity and quality of course material is paramount in online education. The university faced the challenge of reviewing and maintaining the quality of academic content across a diverse range of technical degree programs.
- **Alignment with Curriculum Standards:** Academic content must align with the university's curriculum standards, learning objectives, and assessment criteria. Maintaining this alignment while developing and updating course materials requires meticulous attention to detail.
- **Subject Matter Expertise:** Reviewing technical course content necessitates expertise in the respective disciplines to ensure accuracy, relevance, and currency of information. Securing qualified subject matter experts (SMEs) for content review can be challenging, particularly for specialized topics.

Scalability and Flexibility:

- **Accommodating Growth:** Doubling student enrolments signify significant growth and scalability requirements. The university needed a solution that could seamlessly scale up its operations, including staffing, support services, and infrastructure, to accommodate the increased demand without compromising quality.
- **Resource Optimization**: Balancing resource allocation and utilization to meet fluctuating demand while minimizing costs is a complex task. Without a flexible and adaptive approach, the university may struggle to efficiently manage resources during periods of peak demand or expansion.

SOLUTION AND IMPLEMENTATION

NCR Eduservices collaborated closely with this online University to address the challenges and provide effective solutions. The following steps were taken:



Talent Acquisition and Onboarding:

- **Strategic Partnerships:** Leveraging its extensive network and partnerships within the academic community, NCR Eduservices identified potential candidates efficiently, tapping into resources that may not have been accessible to the university directly.
- **Streamlined Processes**: Implementing streamlined recruitment processes, including automated screening tools and standardized assessments, accelerated the identification and selection of qualified candidates, reducing time-to-hire and ensuring the timely onboarding of staff.

Support Services Management:

- **Optimized Rostering:** Utilizing advanced workforce management tools and predictive analytics, NCR Eduservices developed optimized rostering schedules, considering factors such as time zones, peak support hours, and staff availability, to ensure continuous support coverage while minimizing overheads.

- **Multi-tiered Support**: Establishing a multi-tiered support structure, including frontline support, subject matter experts, and technical specialists, enabled efficient handling of a wide range of student queries and issues, ensuring prompt resolution and enhanced satisfaction.

Grading and Academic Support:

- **Comprehensive Training:** NCR Eduservices provided comprehensive training to tutors on the university's grading rubrics and academic standards, ensuring alignment with the university's expectations and fostering consistency in assessment practices.
- **Quality Assurance**: Implementing robust quality assurance mechanisms, including regular audits and feedback loops, allowed NCR Eduservices to monitor and maintain grading quality, identify areas for improvement, and provide ongoing support to tutors to enhance their effectiveness.

Scalability and Flexibility:

- **Scalable Infrastructure:** Leveraging cloud-based technologies and scalable infrastructure solutions, NCR Eduservices ensured the university's ability to seamlessly scale up operations in response to increased demand, without incurring significant capital expenditures or compromising performance.
- **Agile Resource Management**: Adopting agile resource management practices, including flexible staffing models and dynamic resource allocation strategies, enabled NCR Eduservices to optimize resource utilization and adapt quickly to changing requirements, ensuring operational efficiency and cost-effectiveness.

RESULTS AND BENEFITS

The collaboration between NCR Eduservices and Online Technical University yielded significant results and made a positive impact:



Accelerated Onboarding:

NCR Eduservices expedited the recruitment and onboarding process, enabling the University to quickly assemble a highly qualified team of tutors, thereby minimizing disruptions to course delivery timelines.

Enhanced Support Services:

The implementation of flexible support coverage resulted in improved student satisfaction and retention rates, as students received timely assistance and resolution to their queries and technical issues.

Academic Excellence:

With consistent grading practices and academic support, the University maintained high standards of education, fostering a conducive learning environment for students and upholding the university's reputation for academic excellence.

Scalable Infrastructure:

NCR Eduservices' scalable solutions ensured that the University could efficiently accommodate the doubling of student enrolments, without compromising on the quality of education or support services.

CONCLUSION

Through strategic collaboration and tailored solutions, NCR Eduservices played a pivotal role in enabling the success and growth of the European university's by addressing critical challenges related to staffing, support services, grading, and scalability, NCR Eduservices empowered the University to deliver exceptional educational experiences, thereby cementing its position as a trusted partner in the ever-evolving landscape of online education.

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