



Adventist University of Health Sciences SUCCESS STORY »

Help desk provides effective, responsive support for university's online programs

Profile

City/State:
Orlando, Florida

Institution Type:
Private 4-year university

Enrollment:
800 online learning students
1,200 students on campus

» Overview

Adventist University of Health Sciences (ADU), a faith-based institution located in Orlando, Florida, was founded in 1992 to educate healthcare professionals. The university offers seventeen associate of science programs, bachelor of science programs, and graduate programs. ADU relies on a third-party help desk to provide technical support for students and faculty in online programs as well as in two programs on campus. Supporting ADU's use of educational technology in online and blended learning programs, the help desk has achieved consistently strong ratings.

» Challenge

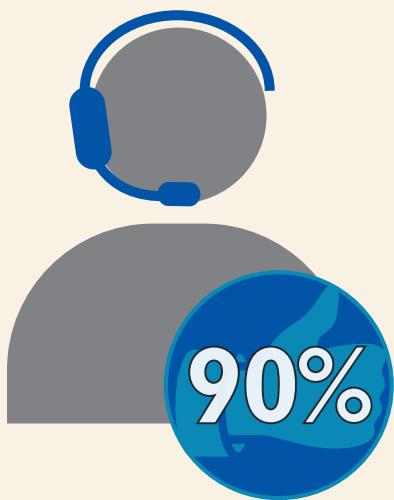
Educational technology plays a critical role at ADU, which seeks to use the latest technology to improve teaching and learning. The university offers online degree programs, and its nursing program uses a blended learning format. It also offers blended learning classes in which students on campus are joined by students at ADU's site in Denver via video conferencing. Taught by campus faculty, these classes enable the Denver students to participate in class in real time.

To ensure that these programs are successful, the university must meet the needs of both students and full-time faculty by providing 24/7 technical support to suit the online learning experience. It must also meet the specific needs of adjunct instructors, who have limited access to campus resources since they are not on campus full time. Committed to growth, ADU needed a help desk provider that was responsive to its changing needs and skilled in supporting faculty and students using new technology.

“The help desk personnel are quick, friendly, and efficient, providing effective solutions.”

—Michael Lay
Health and Biomedical Sciences Professional Faculty
Adventist University of Health Sciences

FIGURE I:
Percentage of Survey Respondents Rating Help Desk Services as Good or Excellent, 2013–February 2015



» Solution

ADU began working with Pearson's Help Desk Services in 2012. In addition to 24/7 technical support, the company provides marketing, recruitment, and student support for ADU's online programs. With Pearson's Help Desk Services, ADU gained a partner with a “can-do” attitude, according to Dr. Dan Lim, vice president for educational technology & distance learning. Whenever a problem is raised, the help desk team finds a solution.

When ADU's courses began to use Blackboard's online collaboration platform, the university faced the challenge of supporting faculty members who might not have been comfortable using technology in general, let alone using it to teach online with no one in the room to provide assistance. To meet this challenge, the help desk team provided live in-room support for each faculty member who was using the platform for the first time, and the team supported several instructors on a continual basis. “The Pearson help desk team is so willing to meet the customer's requirements and needs and is very responsive and responsible,” remarked Lim.

The help desk team has been equally responsive in supporting the approximately 800 online students and 350 to 500 students on campus who use its services. When ADU raised concerns about the length of student wait time on calls to the help desk during the first two weeks of school one year, the team quickly resolved the problem. Well-informed about new technology, the help desk has been “very proactive in supporting our students,” said Lim. “The team is watching the backs of our students.”

A key to ADU's successful partnership with Pearson's Help Desk Services has been open communication. In monthly meetings, ADU raises issues and updates the help desk team on new educational technology to be rolled out. This enables the help desk team to address challenges quickly and proactively. In turn, the team provides reports before each meeting, facilitating an open discussion about issues and ways to resolve them.

» Results

According to data gathered by Pearson, the help desk services have achieved consistently strong results. The solution closure rate was 87 percent in 2013 and 89 percent in 2014. From January through February 2015, the rate was almost 90 percent. On surveys from 2013 through February of 2015, 90 percent of respondents rated the help desk services as good or excellent (see Figure I). “Making customers happy,” Lim noted, is the help desk’s “number one priority.”

To learn more about Pearson's Help Desk Services, visit pearsonembanet.com and go to “Our Services.”