



Use Case: GLASSIX Omnichannel System at the IT Department at the Hebrew University

Customer Success story about how the GLASSIX communication system enables the IT department at the Hebrew University in Jerusalem to continue to provide service and support to tens of thousands of system users, even when all support representatives work remotely due to the Corona crisis.

The Hebrew University of Jerusalem at a glance

The Hebrew University of Jerusalem opened its doors in 1925 and is considered the leading academic institution in Israel. It is one of the world's leading institutions in research and teaching and has an excellent international status. Some of the departments at the university are among the ten best departments in the world in their field, and even in global indices it always has a place of honor among the top 100-150 universities in the world. Its researchers have received international recognition and numerous awards, including eight Nobel Prizes, a Fields Prize, and two Turing Prizes. The university always strives to enrich knowledge, lead research excellence, teaching, and technology.

Dalia Halev Ben-Shitrit, Director of the IT Service Department in the Computer Science Department at the University, can you please tell us a little about the Computer Science Department?

The Hebrew University is spread over different and geographically remote campuses - three campuses in Jerusalem, the Faculty of Agriculture in Rehovot, the Veterinary Hospital in Beit-Dagan, and the International Institute of Marine Sciences Research in Eilat. Today, more than 25 thousand students study there, and it employs about 6,000 academic staff and administrative staff.

The University's IT Department provides a wide range of computer and support services to the entire university community. Such services include registration, websites, teaching and testing systems, curriculum planning, placement, grades, human resources system, financial system, library administration, public computing and multimedia, communications, e-mail, and more. To streamline its services, the Department uses the SysAid Service Desk system for several years.

To further streamline the services it provides to the users, the Department began a collaboration with GLASSIX in 2019, when it decided to enable users to open service tickets in SysAid using digital channels such as WhatsApp messaging app.

Dalia, what were the main reasons you installed GLASSIX?

The need to install an omnichannel system arose due to two main reasons: Inquiries for service calls reached the support department around the clock, and the IT department realized that it needed a technology that would allow it to provide continuous service, even during non-routine hours.

Before installing GLASSIX, the Help Desk staff did not have an orderly record of inquiries coming in through digital channels such as Facebook. Furthermore, it could not support WhatsApp and SMS and did not have a webchat capability on its website. With the installation of GLASSIX, the IT department's Help Desk staff was able to provide real omnichannel support services - to route the calls via the system's chatbot and also to provide an automatic response to callers - 24/7, with GLASSIX centralizing all interactions into GLASSIX's unified dashboard.

Can you tell us about how GLASSIX helped the department provide support during the Corona crisis?

Of course. The decision to implement GLASSIX in the IT department was made before the Corona crisis broke out, but, fortunately, the system was available to the department when the crisis broke out. You can say that it practically saved us. Due to the sudden move to remote work, a huge variety of new types of support services have been created - new teaching methods, new remote learning software, and remote access to all the services and administrative systems. This dramatically increased the load on the IT help desk staff. However, thanks to GLASSIX and its omnichannel communication technology, the service to users was not interrupted, but was actually significantly improved! Due to the availability and immediacy of GLASSIX, the Help Desk was able to provide service and support to a larger number of users. Thanks to the system, each representative can handle a number of users at once. This shortens the waiting times for a representative and maximizes customer experience.. Furthermore, we also implemented the GLASSIX Chat Bot on our support website, which allows us to provide an automatic response to a great many inquiries 24/7.

Are there plans for future expansion of the system?

Sure thing. We have plans to expand the use of GLASSIX, especially in areas related to the AI-based bot that the system provides. It will help us automate many services and support processes and further streamline the service to users such as provide answers to frequently asked questions and offer solutions to recurring IT problems and more.

Thank you Dalia, for sharing this Use Case with us!