Qmatic Success Story
Humboldt-Universität zu Berlin
public sector

Humboldt-Universität zu Berlin is increasing employee and customer satisfaction

Humboldt-Universität zu Berlin is one of Germany's 11 universities of excellence.
When it comes to international comparisons, the University is also **one of the top 10 German institutions** of higher education.

The University uses all of its strengths to be a place of outstanding research and teaching. Each year, over 5,000 young people choose to study at Humboldt-Universität zu Berlin.They can choose from a range of 185 courses in nine faculties. More than 32,000 students are enrolled at university.

The Counselling and Information Services offer advice in the Student Service Center (SSC) on all decisions related to studies, e.g. choosing courses, study problems, change of subjects or planning educational careers.
The advice is confidential, personal, unbiased and free of charge.

👥 THE SITUATION

In the area of queue management, Humboldt-Universität zu Berlin was using two different systems: a call forward system and a digital signage solution. These solutions

> **Reduction of waiting time by** **90**%

were not compatible, and operation was not satisfactory in practice. The first request was therefore for a comprehensive solution for all areas of the SSC.
The complexity of further requests resulted from the

structure of the Counselling and Information Services.

22 different services are offered, to which various groups of counselors or individual counselors are assigned - depending on the profiles of the employees.
The consultations take place in an open foyer area and offices which are distributed over various floors of the main building. Another request was for the integration of new counselors into the system. An important request was the display of films and content in the area of **Context Marketing**, which had not been consistently possible up to that point.

💬 THE SOLUTION

Dr. Jochen O. Ley implemented a comprehensive Qmatic system, which covered all requests in a single solution.
Around 90% of concerns are dealt with directly by student assistants at the Info point in the Student Service Center. For the remainder, visitors are assigned to a subject area for personal consultation, a **ticket is printed** and the **visitor assigned to a waiting area**.

The counselors can use the browser-based solution to see how many customers they have and then call them forward. The called numbers and the corresponding workstations of the counselors are displayed on five monitors in the areas of the SSC. Additional films and information for the visitors are shown on the displays.

⭐ THE RESULTS

"Everything is much easier and faster for the employees. In principle, everyone can process everything. If, for example, the preliminary Counselling area becomes crowded, then the student advisors in the back office can help out.
So we can expand into our offices and process the concerns of our clientele faster.

> **"It is all much easier and faster, to the benefit of our employees and visitors."**
>
> Dr. Jochen O. Ley, Head of Counselling and Information Services

The new system is also simpler technically: previously there were two systems which were linked - now everything is from a single source" according to the feedback from Dr. Jochen O. Ley, Head of Counselling and Information Services.

👍 OVERVIEW OF THE SOLUTION

Humboldt-Universität zu Berlin
University of excellence with around 32,000 students in 185 courses in nine faculties. Over 5,000 new students each year. The Counselling and Information Services advise on all study-related decision processes

Area: Public Sector
Region: Germany

The challenges
– Complexity of the demands (22 services, distribution over different groups and persons)
– Flexible integration of new student assistants
– Use of Context Marketing

The solutions
– Qmatic Orchestra Platform with ticket printers
– Reception by employees, assignment to waiting area
– Context Marketing through Qmatic Hub and Digital Communication Module
– LDAP connectivity

The advantages
– High employee satisfaction
– Faster processing of issues
– Flexible integration of new employees
– Integration of back office employees when visitor numbers are high
– Browser-based solution open for future use (e.g. smartphone)

QMATIC