Royal Holloway University of London

Industry: **Education**

Website: **royalholloway.ac.uk**

Royal Holloway is one of the UK's leading research-intensive universities, with 21 academic departments and schools spanning the arts and humanities, sciences, social sciences, management, economics and law.

The university implemented live chat as a new means of communication for their first online/virtual applicant visit day (AVD). The online AVD was spread across two days allowing all prospective students who were offered a place to study at Royal Holloway to virtually meet members of staff from their departments, students, and professional service staff. There was also a virtual campus tour available for prospective students.

Year on year, Royal Holloway were faced with the problem of prospective students not being able to attend open days, either because they live oversees or the dates are not suited. Therefore, on 6th April 2016, the very first online AVD took place for Royal Holloway.
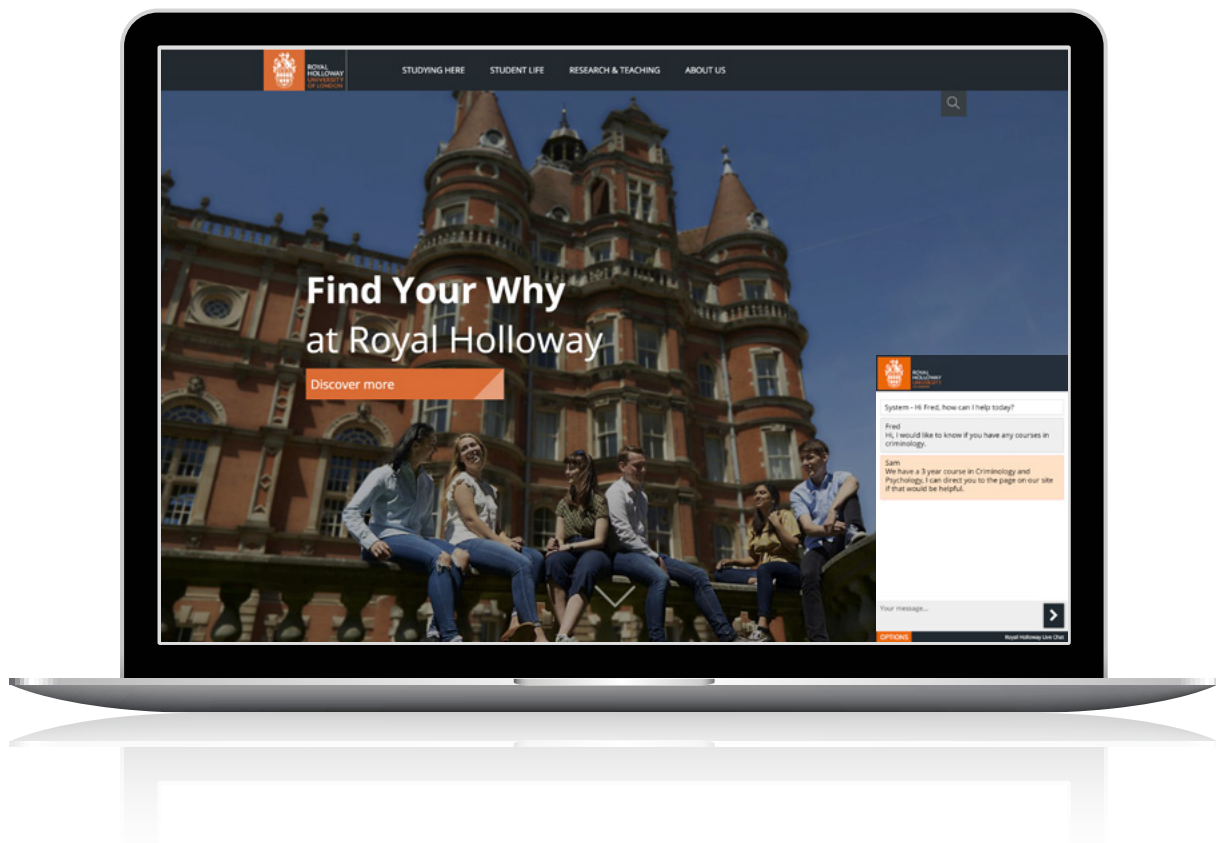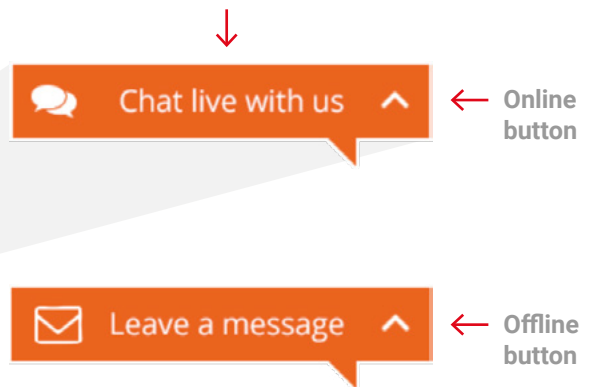
Buttons

The university's button uses simplicity to fit seamlessly within the web pages, consisting of their corporate colour and a small piece of text explaining the purpose of the chat button.
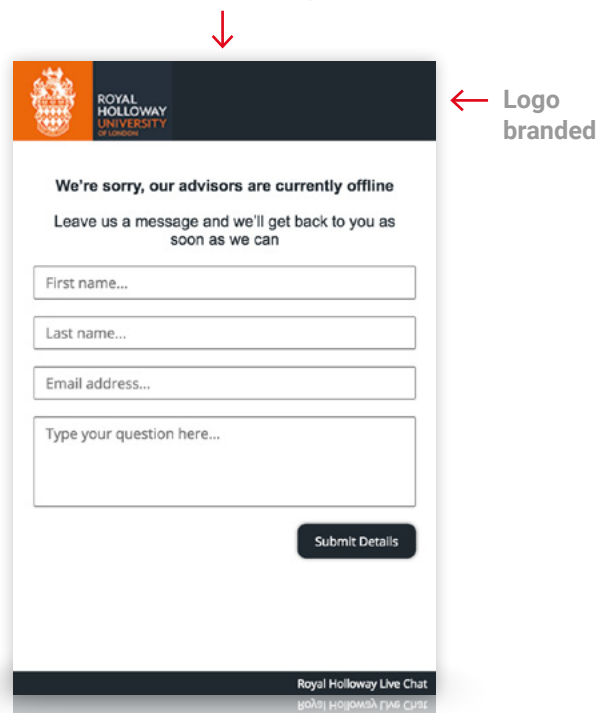
Customised button

↓

Chat live with us → Online button
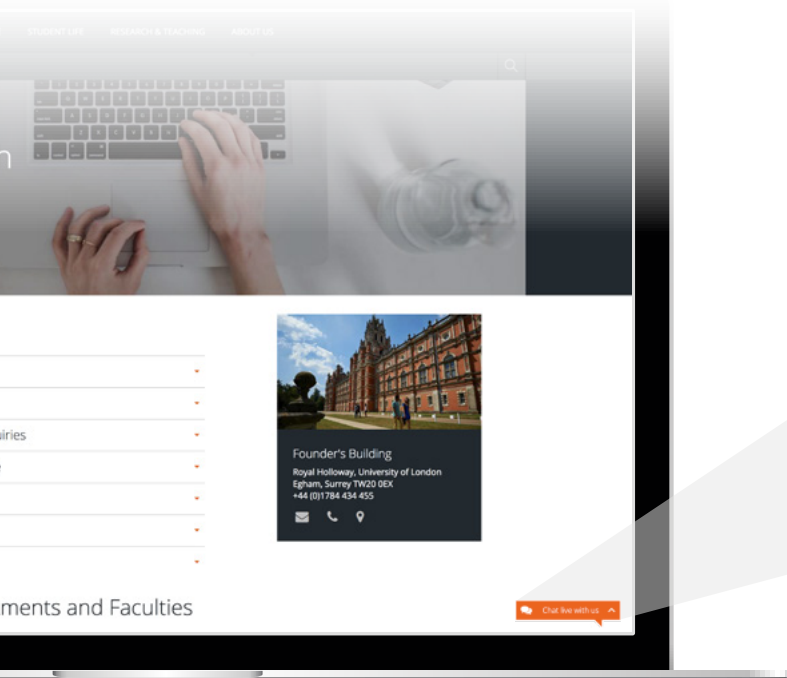
Leave a message → Offline button

Offline Form

When all agents are offline or unavailable, the offline form is displayed, being both informative and valuable gathering the potential student's details and presenting the service's operational hours.

Offline form allows visitors to leave a message

↓

← Logo branded

We're sorry, our advisors are currently offline

Leave us a message and we'll get back to you as soon as we can

First name...

Last name...

Email address...

Type your question here...

Submit Details

Royal Holloway Live Chat

Pre-Chat Form

When available, the university has opted to use 3 different data capture forms on their pre-chat window, displaying the most relevant one for the page that the potential student has initiated the chat from.
This allows each department to only collect personal information that is necessary to process.

Dialogue Form

The dialogue window continues the university's design, displaying consistency across the live chat journey. A potential student could have several chats with multiple universities during the application process, therefore the branding acts as a reminder of who the student has engaged with.

Survey

Using a survey at the end of chat, Royal Holloway can instantly gather if they have answered all of the visitor's questions, how they feel after having a chat and if they would use the service again. Collecting this feedback helps the university ensure they are providing the best possible service and that their agents are responding in-line with expectations.