

## Royal Holloway University of London

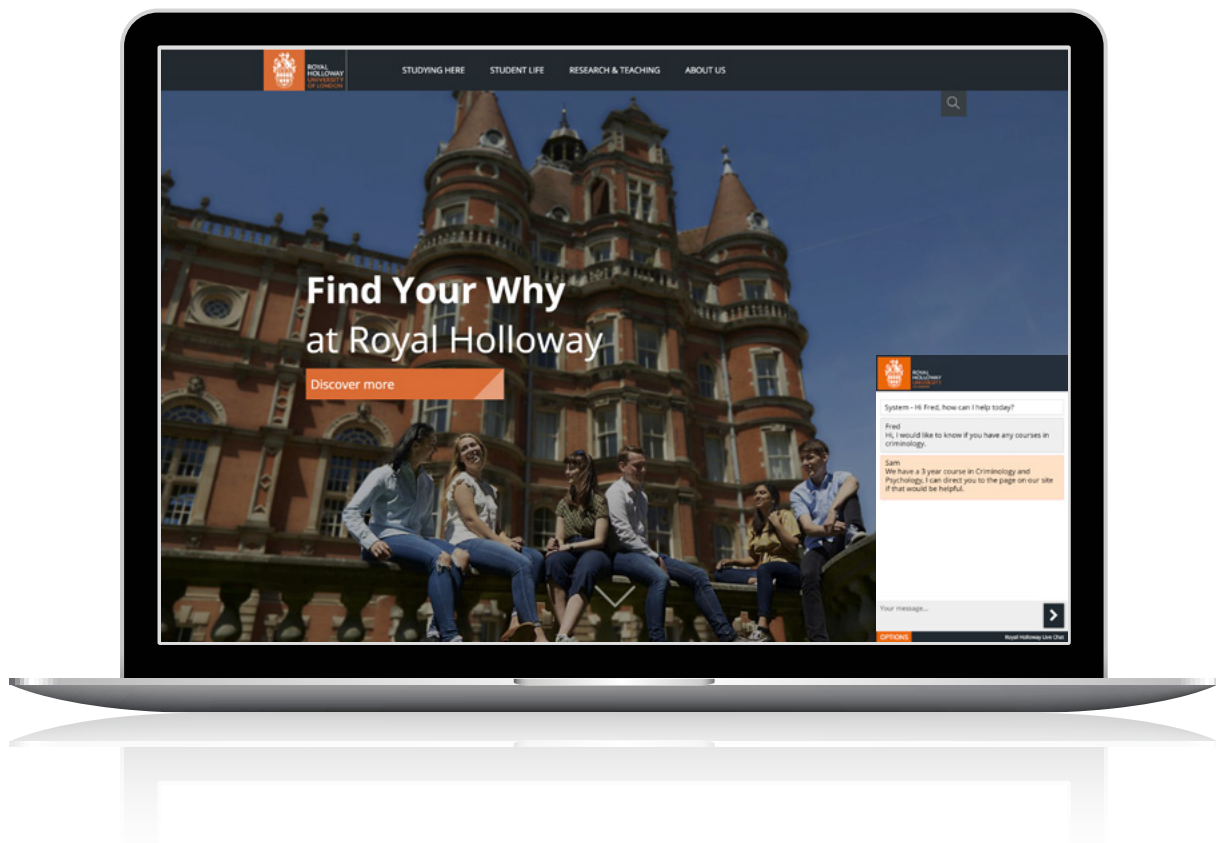
Industry: **Education**

Website: [royalholloway.ac.uk](http://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.

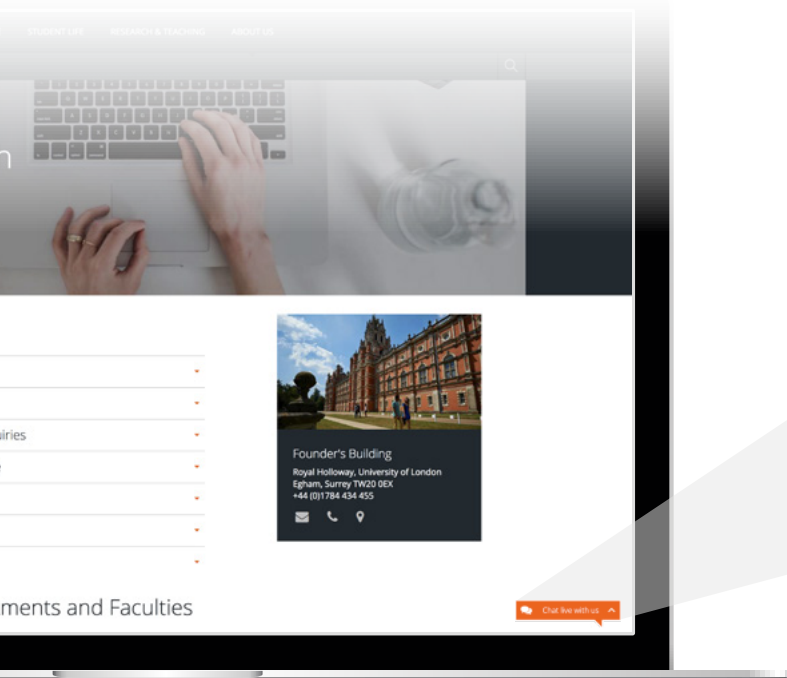
The university implemented live chat as a new means of communication for their first online/virtual applicant visit day (AVD). The online AVD was spread across two days allowing all prospective students who were offered a place to study at Royal Holloway to virtually meet members of staff from their 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 overseas or the dates are not suited. Therefore, on 6th April 2016, the very first online AVD took place for Royal Holloway.

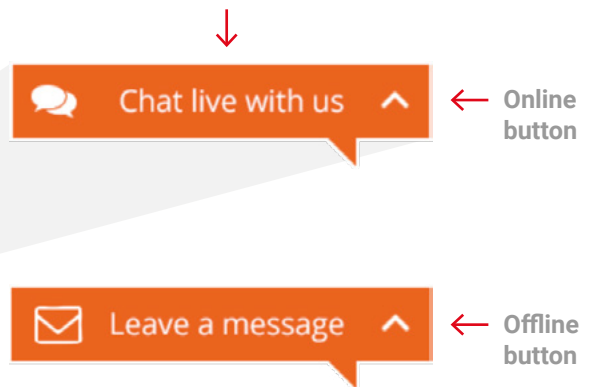


## Buttons

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.



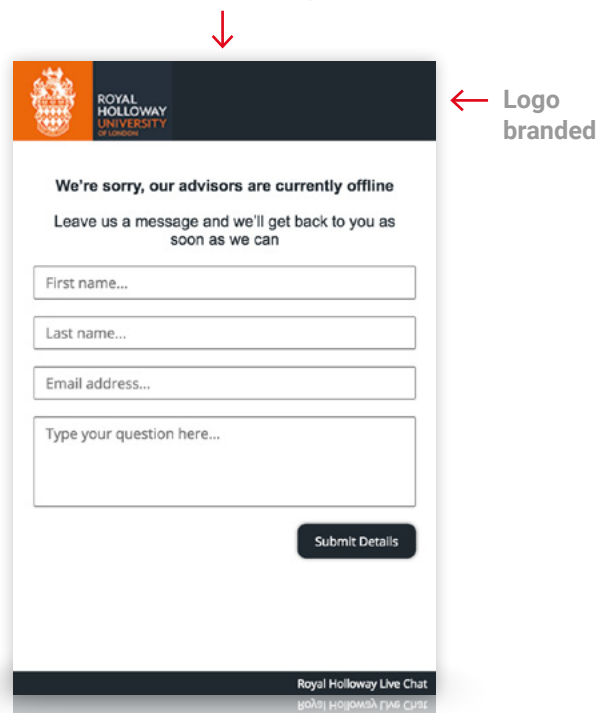
Customised button



## 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



## 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.

ROYAL HOLLOWAY UNIVERSITY OF LONDON

Welcome to Royal Holloway's Live Chat,  
We're ready to answer your questions.

To get started, please fill in the simple form below.

First name...

Last name...

Email address...

Ask your question

Royal Holloway Live Chat

ROYAL HOLLOWAY UNIVERSITY OF LONDON

Welcome to Royal Holloway's Live Chat  
We're ready to answer your questions

First name...

Last name...

Date of birth...

Email address...

Ask your question

powered by Click4Assistance

ROYAL HOLLOWAY UNIVERSITY OF LONDON

Welcome to Royal Holloway's Live Chat,  
We're ready to answer your questions.

To get started, please fill in the simple form below.

First name...

Last name...

Have you made an application to study with us? ▾

Are you interested in undergraduate or postgraduate study? ▾

Which course are you interested in?

Ask your question

powered by Click4Assistance

## 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.

The screenshot shows a live chat window with the Royal Holloway University of London logo at the top. The chat history includes:

- System - Hi Fred, how can I help today?
- Fred: Hi, I would like to know if you have any courses in criminology.
- Sam: We have a 3 year course in Criminology and Psychology, I can direct you to the page on our site if that would be helpful.

At the bottom, there is a text input field labeled "Your message..." with a right-pointing arrow button. Below the chat area is a footer with "OPTIONS" and "ОбщОИ2" on the left, and "Royal Holloway Live Chat" and "ROYAL HOLLOWAY LIVE CHAT" on the right.

## 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.

The screenshot shows a survey form with the Royal Holloway University of London logo at the top. The form text reads:

**Thank you for contacting us today**  
Please take a moment to complete the questions below

The form contains three dropdown menus:

- Did you get answers to your questions today?
- Following today's live chat, do you feel:
- Would you use this service again?

Below the dropdowns is a text input field: "Please provide any additional comments, if you wish...". A "Submit survey" button is located at the bottom right. The footer contains "Royal Holloway Online Open Day" and "ROYAL HOLLOWAY ONLINE OPEN DAY".