

University of East Anglia

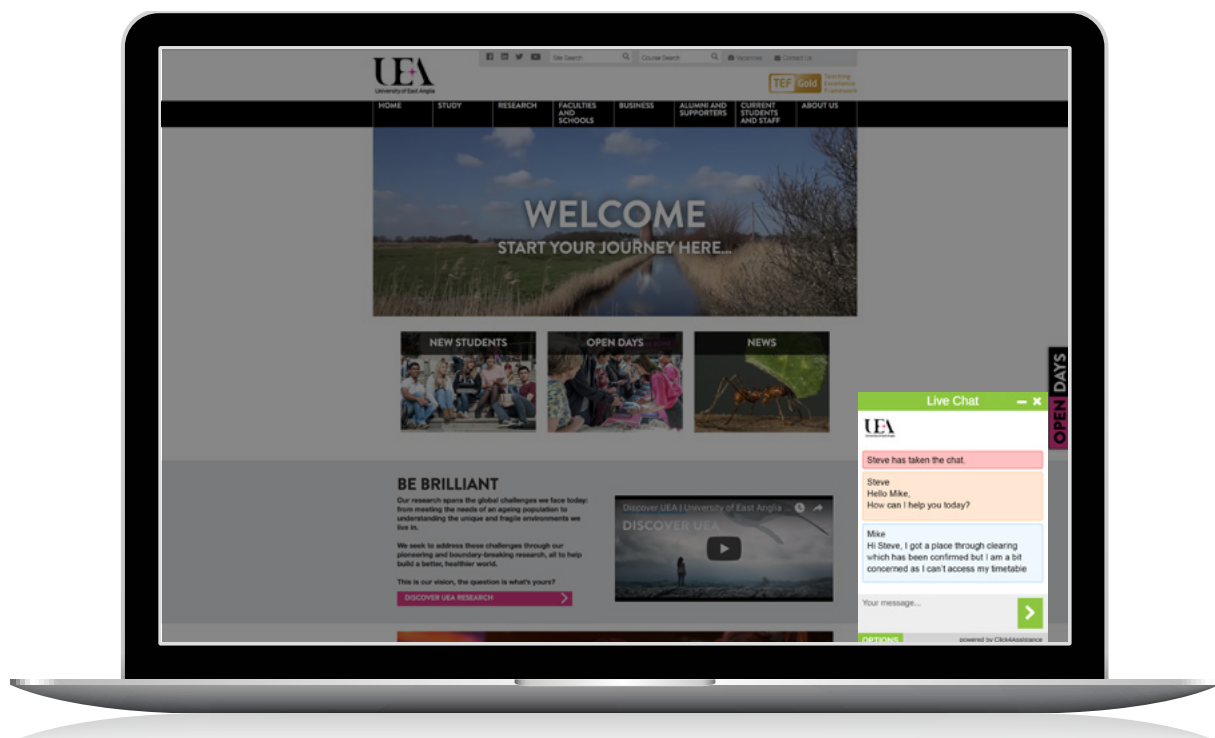
Industry: **Education**

Website: uea.ac.uk

The University Of East Anglia (UEA) was established in 1961 with a teaching space for 1200 students. They welcomed their first admission of 87 students in 1963 with a campus is located on the outskirts of Norwich.

UEA's richly diverse research base is embedded in their outstanding teaching and connects their world leading academics with society, government and industry. They have strong collaborative research links across the Norwich Research Park – one of Europe's largest concentrations of researchers in the fields of environment, health and plant science.

As one of the more recent Universities to research the benefits offered by live chat, East Anglia implemented the instant communication channel during 2018 to increase student engagement and reduce the impact on staff resources.

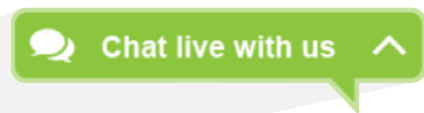


Buttons

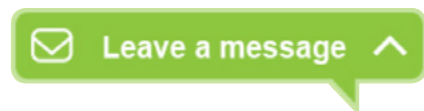
Both online and offline chat buttons stand out from the website and shaped like a speech bubble, the wording changes in relation to the status of the communication channel and its availability.



Customised button



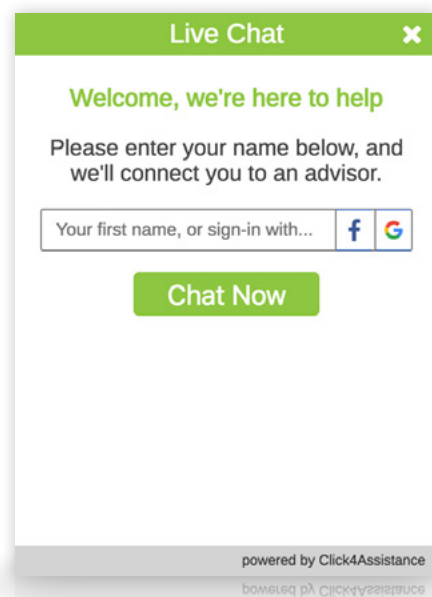
← Online button



← Offline button

Pre-Chat Form

The pre-chat form has been branded with the university's colour keeping the window consistent with their website. By only requesting a name encourages more students to start a chat where their contact details can be collected if required.

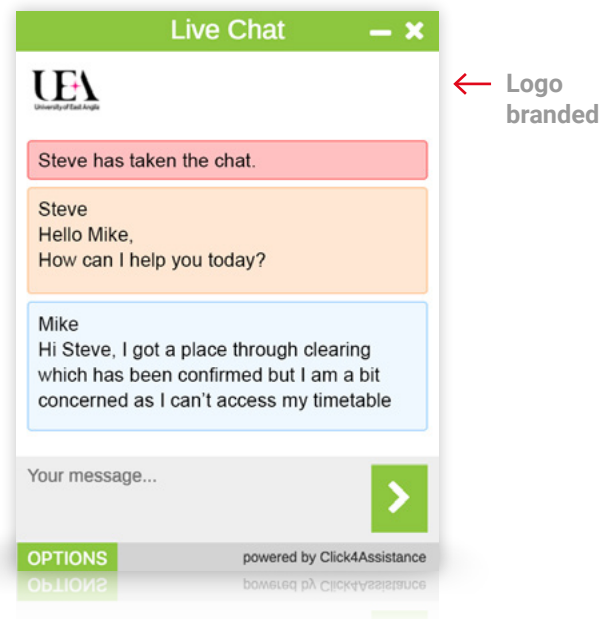


← Welcome message

← Encourage chat uptake with simple name field

Dialogue Window

The university's logo has been included on the dialogue window, this help emphasis to the student they are speaking with a representative from the campus. The window has a very clean design with an options button providing additional functionality without imposing on the chat transcript area.



Offline Form

When representatives are unavailable to chat, the offline form enables students to leave their details regarding their enquiry, allowing representatives to respond at a more convenient time.

Offline form allows visitors to leave a message



The screenshot shows an 'Offline Form' within a 'Live Chat' window. The header is green with 'Live Chat' and a close button. The text reads: 'You can leave us a message' and 'We'll be in touch soon.' Below are four input fields: 'Your name...', 'email@domain.com', 'Your phone number...', and 'Your message...'. A green 'Leave message' button is at the bottom. The footer bar contains 'powered by Click4Assistance'.

Survey

A quick survey provides the university with instant feedback about the visitor's experience, allowing East Anglia to improve their student services.

Live Chat ✕

Your feedback matters to us!

To improve our service, could you please answer the questions below?

1) Did we answer your questions?

Yes No

2) If Live Chat wasn't available, what would you have done?

Please select ▾

Submit Survey

powered by Click4Assistance

← Instant feedback short survey