

SUMMARY

Daugherty's BI Solution helps the counseling call center of Student Resources Services initiate outbound contact with at-risk students, decreasing dropout rates during first six weeks of school, when risk is highest.

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Dropout Rates Decrease: BI Solution Provides Proactive Support To At-Risk Students



BUSINESS CHALLENGE

Student Resource Services (SRS) provides counseling and support services to college students and historically relied on students recognizing a problem (such as financial, emotional, transportation, child care, and so on) and contacting them for assistance. Recently SRS began proactively contacting at-risk students based on data such as Grade Point Average or Last Date of Attendance. This outbound contact initiative requires that student data is easy to retrieve, timely and accurate. Previously, customer data was collected by e-mail and manual downloads which were compiled and reconciled using Microsoft Access and Excel. This processes required significant manual effort by two staff members, was time consuming, and was at high risk for data errors. Daugherty proposed a pragmatic BI solution that would support the new outbound services and contribute to the ability of SRS to win new customers via these capabilities.

SOLUTION

Daugherty provided a BI solution designed to meet critical success factors including:

Scalable and flexible—able to identify new analysis opportunities and respond quickly to changes; new customers readily supported.

Easy to use and confidence in data—favorable user acceptance with improved data integrity.

Client control and ownership of the solution—knowledge transfer from Daugherty to client so client can support data warehouse, ETL and reporting solutions with access to source code if needed.

"The Daugherty team has impressed me with their consistent level of professionalism and knowledge."

Kevin Fairlie

Executive Vice President & General Counsel

"Our partnership with Daugherty has been among the most productive of any IT project I've been involved with during my career."

Carla Monroe Posey

Chief Operating Officer

RESULTS

- 1. Time Savings:** The ETL system populates the data warehouse each night as well as import customer data. Previously, 1-2 staff members were manually loading and reconciling data within Access and Excel. Additionally, the creation of a multi-dimensional cube facilitates analytical reporting and dashboards, including ad-hoc reporting. This is expected to reduce student analysis and outcomes analysis from hours to minutes.
- 2. Improved reporting capabilities** through development of a reporting portal that provides on-demand, self-service report generation. The data warehouse provides the ability to report at a summarized level, as well as down to the student level. The history of a student is now readily available for reporting, which was previously very difficult to access.
- 3. Improved performance, scalability, and redundancy** through the introduction two new servers, which represent a distributed and scalable computing platform.
- 4. Improved data integrity and workflow benefits** for the call center counselors by having student data already populated in the source system—there is less chance for duplication and errors.