

A Helpdesk and Portal Solution to Streamline Parent/Student Engagement

Challenge

Virtual Academy Learning Charter School ([VLACS](#)), an online K12 school in New Hampshire, experienced a surge in enrollment following the Pandemic. They went from 450 enrollments in 2008 to over 12K in 2022.

The team needed a more timely and sustainable way to provide information and support, allowing parents and students to access the information and internal staff to manage requests appropriately.



**Virtual Learning
Academy**
CHARTER SCHOOL



Solution

Service Cloud and Experience Cloud were used to create a case management solution and portal that streamline helpdesk and ticketing operations.

Live chat matched questions to Knowledge Base articles rather than taking up valuable staff time. Cases and chat requests were routed to agents from a variety of channels, including email, forms, phone, and chat, meeting students and parents/guardians where they are most comfortable. The knowledge base, chatbot, CTI integration and centralized communications consolidated VLACS' operations to maintain quick, pertinent, and automated support for their school.

50%

Decrease in cases 30
days after chatbot and
Einstein bot go-live
using case deflection

16K

Article views
in the new system

6K+

Cases solved
in the new system