

LiveChat Announcement

On Friday November 8, the college launched a one-year trial of LiveChat software that integrates into several CCC webpages, enabling prospective and current students to type questions into a chat box on our website and receive real-time responses from us.

This project is funded through a Foundation mini-grant, and if successful will be expanded to frequently visited webpages on CCC's website. We are starting the LiveChat on the [Register for Classes](#) webpage and plan to add the [Getting Started](#) page in the near future.

During this initial phase the Enrollment Services Team is managing LiveChat communication. They are responsible for responding to incoming questions regarding enrollment and distributing non-enrollment questions. This means your area may receive a forwarded email from a LiveChat email address that has a student question directed to your area of expertise. This is similar to emails you may occasionally receive from questions@clackamas.edu. The message will come from the email address 11086722@tickets.livechatinc.com. It will appear as a LiveChat ticket, but you will be able to respond directly to the student's email.

Benefits of LiveChat

- Fewer phone calls and emails, reducing frustration for those who are tired of using phone trees or waiting for email responses. Since the removal of CCC's call center our "contact us" fillable form has received 63% more traffic and general inquiry voicemail and emails directed toward outreach has increased 103%.
- Research shows that prospective and existing students, especially those who are considered Gen Z, are continuing to move toward online interaction rather than phone calls or emails.
- LiveChat has a built-in log and user experience rating system for gathering data on what people are asking questions about that could be used to improve CCC's website and other communication channels.
- If successful, LiveChat has the ability to accommodate additional webpages and can scale up to meet higher volumes of user traffic.