



## Memorandum

TO

**Name**

ScholarShare Investment Board (SIB)

**Cc**

Linda English, TIAA-CREF TFI

Jean Seidel, TIAA-CREF TFI

**Re**

Q1 2025 Administrative Performance Report – Area of Underperformance

FROM

**Name**

Kerrie Tobin

Sr. Director, Operations

TIAA-CREF Tuition Financing Inc.

**Date**

June 20, 2025

For Q1 2025, the Call Center underperformed two of SIB's administrative performance benchmarks as follows:

- % of Calls Answered Within 30 Seconds
  - Benchmark: 85%
  - *Q1 2025 Performance: 82%*
- Abandonment Rate
  - Benchmark: < 2%
  - *Q1 2025 Performance: 3.88%*

The below matrix provides a broader picture of our response time: <b>2025</b>	January	February	March	1st Quarter
Calls Offered	8,072	4892	5076	18,040
Service Level 30 sec	59.35%	94.32%	91.13%	81.60%
% Answered Immediately	27.60%	85.20%	77.68%	63.49%
% Answered within 60 sec or less	40.67%	94.42%	90.74%	75.28%
Abandonment Rate	8.10%	0.33%	0.59%	3.88%

January's call volumes were unanticipated and unprecedented with call volumes exceeding forecasts by 10% across the service complex. The unusual January volumes impacted both Service Level and Abandonment Rate for the quarter. Additional analysis revealed that increased call volumes and corresponding estimated wait times resulted in account owners abandoning a call on one day and calling again when call center operation opened the following day. These "carryover" calls resulted in significant spikes at the beginning of the day preventing recovery of the service level standard for the day and, subsequently, the month.

Forecasting models have been updated accordingly with the objective to prevent reoccurrence going forward. We returned to achieving the service level standard beginning in February.