



Case Study: BFIT Improves Student Experience with 24/7 Support from HelpSquad

Client Overview

Benjamin Franklin Cummings Institute of Technology (BFIT) is a nonprofit technical college in Boston offering hands-on training in trades and technology to prepare a diverse workforce for local industries.

Challenges

BFIT struggled to support students after business hours. Many inquiries came in at night or on weekends, leaving prospects without quick answers. This slowed response times and caused missed enrollment opportunities.

Solution

BFIT partnered with HelpSquad to provide 24/7 live chat on its website. Agents answered questions at all hours, captured leads for admissions, and shared chat data to help improve website content and communication.

Results

- Faster response times for student inquiries
- Increased leads and follow-ups for admissions
- Higher engagement and satisfaction among students
- Improved website content based on chat insights



HelpSquad

About our Services

About Us

HelpSquad provides 24/7 support to make work easier for businesses and healthcare teams. With over 20 years of experience, we handle calls, emails, chats with the customer experience in mind. Our services are flexible, affordable, and fully transparent, integrating smoothly with your systems. HelpSquad's trained team delivers reliable, caring support, giving businesses and healthcare providers more time to focus on what matters most while keeping customers and patients happy and supported.

Services Offered

- Customer Service Outsourcing
- BPO Services
- Call Center Outsourcing
- Live Chat Outsourcing
- Virtual Assistants
- Virtual Receptionists
- Part-time receptionists
- P2P Campaigns
- Knowledge based management
- Virtual Medical Assistants
- Call Center teams
- Healthcare BPO
- Medical Billing and Claims processing

Contact us

