



Salesforce Student Experience

Reimagine Your Student Experience with Salesforce

Successful institutions know they need to create personalized experiences at scale to meet student expectations. That's why we designed Salesforce Student Experience – to empower colleges and universities to deliver connected and engaging experiences throughout the entire student journey. Institutions of all sizes can capture a single view of every student to better support them on their path to becoming lifelong learners. That view, combined with intelligent tools and analytics, will enable your staff to personalize communication, respond faster to student needs, and ultimately increase retention and drive graduation rates.

LET'S TAKE A CLOSER LOOK AT STUDENT EXPERIENCE

Salesforce.org
customers report a

35%

increase in student
engagement



Student Engagement

CONNECT FROM ANYWHERE

Enable students to engage with your institution on any channel, from any device.

CULTIVATE A STRONG STUDENT COMMUNITY

Access the collective intelligence of all your constituents by engaging on social channels and encouraging collaboration.

BUILD ENGAGING EXPERIENCES

Create beautiful, mobile-optimized portals and communities in no time.

DELIVER CONSISTENT AND PERSONALIZED COMMUNICATIONS

Create customized journeys that trigger timely messages based on real-time behavior.

One-Stop Student Services

UNLOCK A CONNECTED STUDENT VIEW

Unify your student data across departments and back-end systems into a single, easy-to-configure view.

DELIVER FRICTIONLESS SELF-SERVICE

Create a one-stop shop for students to easily find answers. Empower students to help themselves anytime, anywhere, and embed service into mobile apps. Enable live chat and quickly resolve top issues with chatbots.

SCALE SERVICE WITH EINSTEIN ARTIFICIAL INTELLIGENCE

Make students, faculty, and staff more impactful and productive with AI-powered predictions and recommendations.

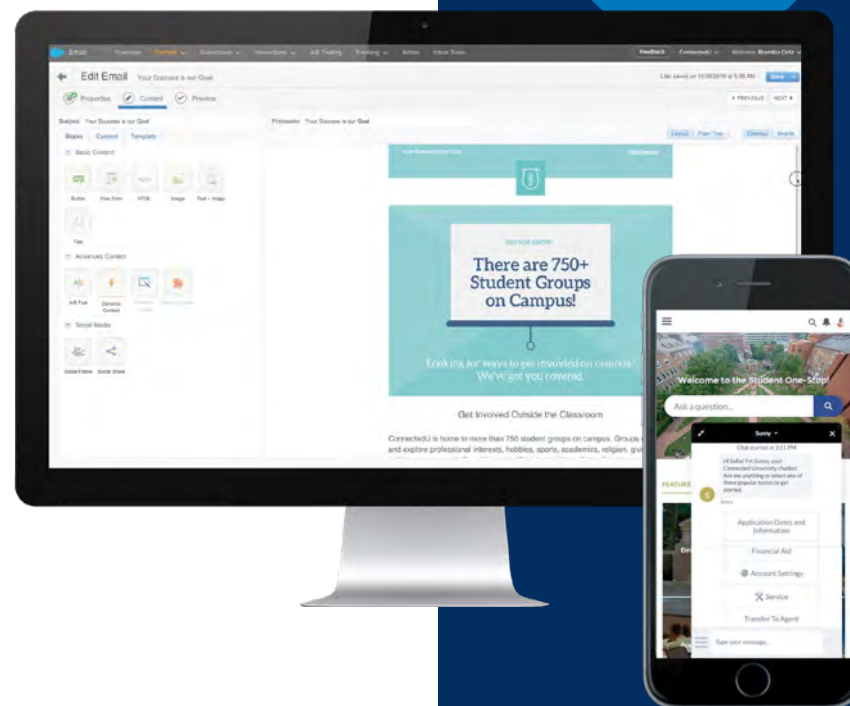
OPTIMIZE YOUR TEAM

Arm service managers with a real-time operational view, prebuilt dashboards, and predictive service KPIs.

Salesforce.org
customers report a

50%

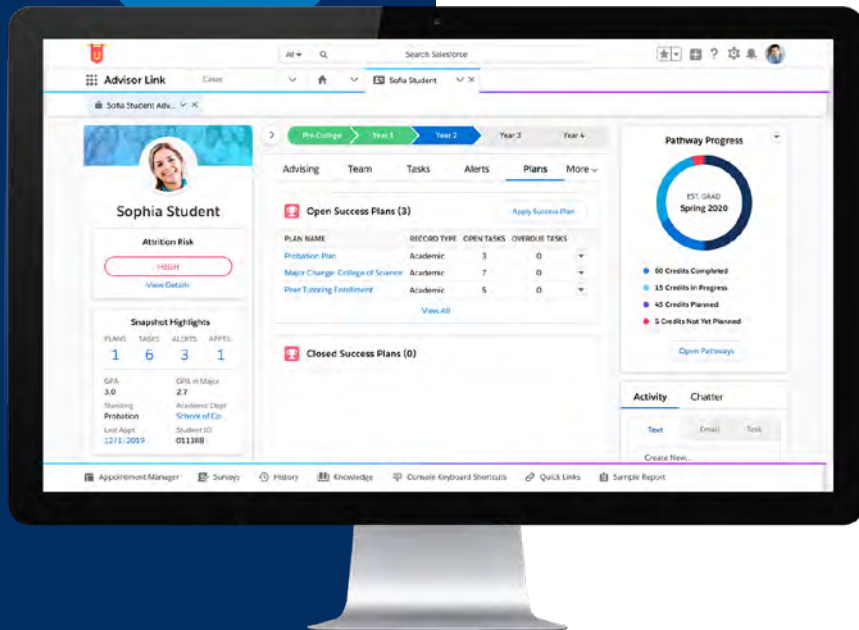
faster response
rate from students



Salesforce.org
customers report a

10%

increase in student
retention



Advising

GET A 360° STUDENT VIEW

A unified advising record, on a single screen, where advisors can identify at-risk students and proactively engage them with personalized and relevant communications.

CREATE EARLY ALERT WARNINGS

Consolidate data from SIS, LMS, and degree audit systems to create alerts for advisors and faculty so they can intervene before it's too late.

SIMPLIFY DEGREE PLANNING

Provide guidance for on-time graduation with tailored degree plans that allow students and advisors to collaborate.

SCHEDULE AND MANAGE ADVISING APPOINTMENTS

Advisors can define appointment topics, see notes and set availability in a single place. Students can check availability, schedule appointments and add them to their calendar from any device.

MANAGE WALK-INS

Easily manage waiting rooms, appointment queues, and view advising notes prior to meetings.

Career Readiness

ADVISE AND GUIDE ON LIFE PATHS

Connect and engage with students, schedule virtual appointments, and design personal success plans.

EDUCATE STUDENTS AND ENABLE SKILLS DEVELOPMENT

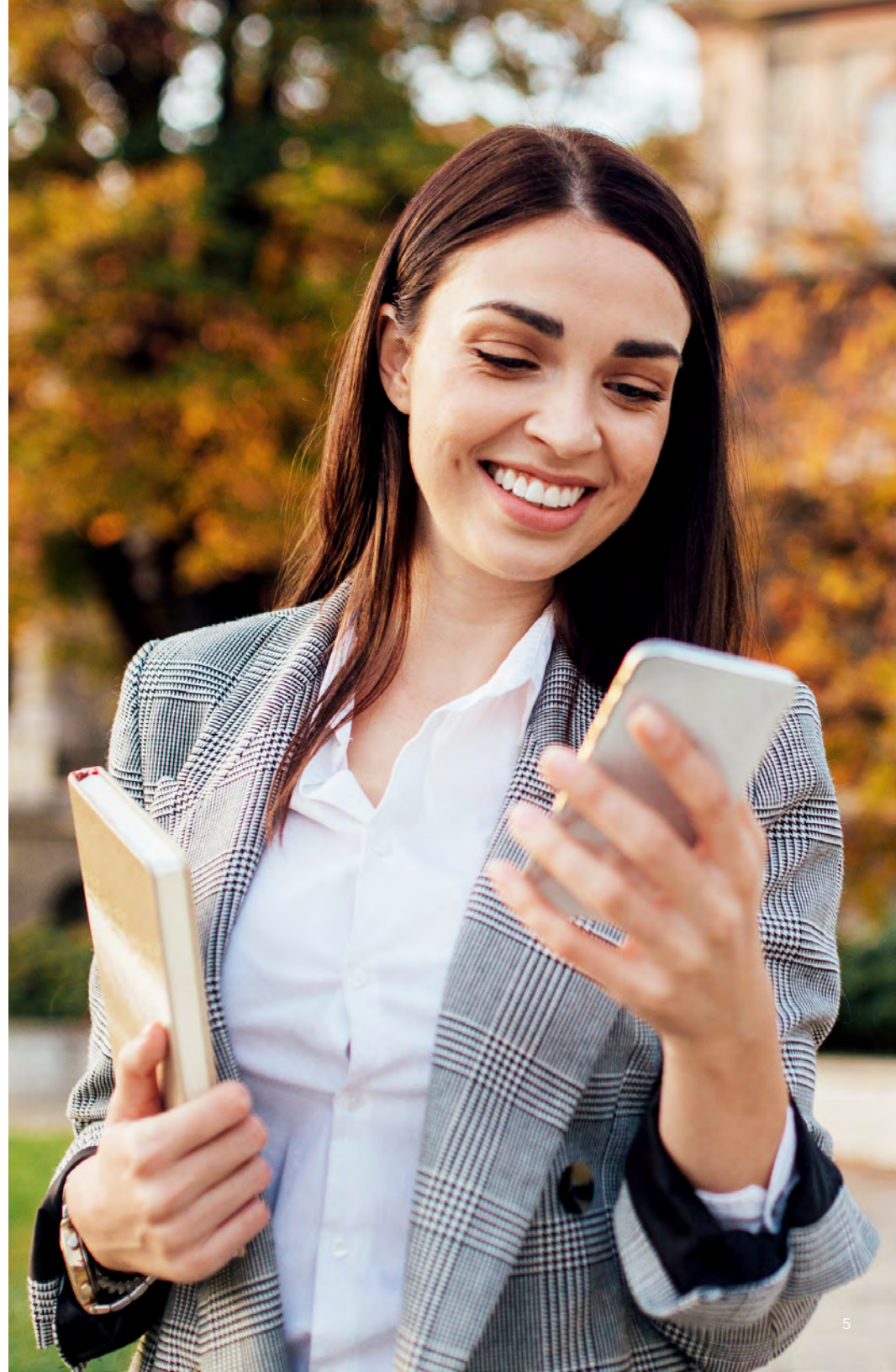
Students can earn resume-worthy credentials and skills, and be prepared for on-the-job training.

ENGAGE EMPLOYERS AND TRACK STUDENT OUTCOMES

Monitor job placement progress, identify successful methods, and measure outcomes.

PERSONALIZE VIRTUAL CAREER AND EMPLOYER EVENTS

Manage virtual careers fairs, post jobs, host employer sessions, conduct remote interviews and training.





CUSTOMER SUCCESS

In fall 2015, the Florida International University opened a One-Stop office that consolidated the customer service functions of the Registrar, Financial Aid, Admissions, Graduate Admissions, International Admissions, Scholarship, and Processing offices. To provide detailed student records and connect the information between offices, the One-Stop office deployed Salesforce and with help from Salesforce expert consultants, created a system that unifies the offices and provides easy and universal access to detailed information. Now, prospect information automatically goes into Salesforce when individuals sign up for a campus tour and complete the “request for more information” form. Recruiters can easily track recruitment activities and prospects in campaigns to create seamless narratives that can be shared between them.

“The One-Stop is a better way to centralize the customer service areas for those offices, and to let those backend offices just do their job.”

95%

FIU Online's Student
Support Services to
others



DOLORES MEDINA

Associate Director of Enrollment Communications
and Outreach,
Florida International University



CUSTOMER SUCCESS

UNC Charlotte followed the lead of many other universities in implementing a onestop shop that consolidated the front-facing aspects of the Registrar's Office, Financial Aid Office, and Office of the Bursar. The office, christened "Niner Central" after the university's "49ers" nickname, went live in November 2017, with the physical building opening in February 2018. Now students just go to one location to address their financial aid, billing, and registration issues. With Salesforce Service Cloud, Niner Central eliminates the frustrations parents and students had in getting billing, registration, and financial aid issues resolved. In two and a half months, Niner Central handled more than 16,000 unique requests—including 8,000 during the peak back to school periods.

“Salesforce is a fantastic tool that gives us that tracking ability.”



PATRICK VERSACE

Assistant Vice Chancellor for Enterprise Applications,
UNC Charlotte



CUSTOMER SUCCESS

The University of Massachusetts Lowell graduated its largest class ever in 2019. More than 4,500 graduates, from 43 states and 113 countries represented UMass Lowell's most diverse class as well. The 2019 class marked the 12th year in a row a record-sized class has graduated from the school. By creating a One-Stop student engagement center where students can access all services at a single location, UMass Lowell is using Salesforce to obtain a 360-degree view of every student, track 100,000+ cases and student interactions each year and improve first-year retention rates by 6% and five-year graduation rates by over 9%.

“With Salesforce, we met our strategic goal 3 years early.”



KERRY DONOHOE
Dean, Academic Services
UMass Lowell

9%

increase in five-year
graduation rates



Ready to engage your students like never before?

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