

# DIGITAL TRANSFORMATION OF THE STUDENT LIFECYCLE

for a Leading US Community College



**Service:** Oracle CX Implementation

## OVERVIEW

The client is a Leading College In New York– USA. Founded more than 50 years back as the New York State Institute of Applied Arts and Sciences, the College has about **25,000 Students**, and **12,000+ State-Aidable** full-time equivalent students.

## CHALLENGES



Increased competition for the College in traditional areas



Lack of a 360 degree view of students resulting in inconsistent student service



Lack of visibility of student enrollment & student reach out campaigns

## SOLUTION

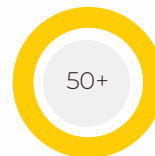
With our Consulting-led approach, ACL understood the Strategic & Business needs and enabled the client by creating a strong technology solution which amalgamated the Oracle CX Suite: Eloqua Marketing, Engagement Cloud, Sales Cloud, Social Cloud, Integration Cloud & Oracle Student Cloud

- 1 CX Automation Platform used for Fast Track Implementation
- 2 RAPID Implementation of Workbench that saved 20% effort for documentation
- 3 Created standardized Business Process Maps & Personalized the Journey with Engagement Cloud
- 4 Delivering content in context to targeted audience segments
- 5 Optimizing recruiting performance with powerful analytics
- 6 Boosting pipeline and improving forecasting
- 7 Guiding each student's journey based on their needs
- 8 Empowering community with mobile-friendly web self-service, knowledge, and social tools

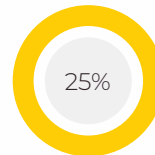


- 1 Quicker addition of new features and functionality for business users
- 2 **Understand and Engage Constituents:** Leveraging student, staff, community data, and historical information to create better experiences and maximize enrollment levels
- 3 **Listen for Feedback and Take Action:** Being aware of signs when a student is at-risk and intervene in time to proactively address and influence their path forward
- 4 **Enabling a Mobile Workforce:** Increasing efficiency of WCC staff by providing mobility and agility for the admission executives
- 5 **Embracing Digital:** Leveraging technology to improve the experience, while increasing service and engagement to meet the demands of the modern student

## OUTCOMES



**50%**  
Faster  
Applicant  
Tracking



**25%**  
Increase in  
Admissions Staff  
productivity