

DIGITIZING THE STUDENT LIFECYCLE for a Leading US Community College



Services: Digital Experience, Oracle CX, Consulting & Strategy

OVERVIEW

The client is a Leading College in New York, USA. Founded more than 50 years ago 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



Increasing Competition

Increased competition for the College in traditional areas



Inconsistent Student Service

Considering a 360-degree view of students, consistent service delivery is the key in ensuring that the college not only remains competitive but also empowers staff to deliver better service



Lack of Pipeline Visibility for Revenue

With better visibility of student enrollment & student reach out campaigns. Conversations & Engagements had to be strengthened

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 Workbench that saved 20% effort for documentation
- 3 Created standardized business process maps & Personalizing the Journey with Engagement Cloud
- 4 Delivering content in context to targeted audience segments
- 5 Boosting pipeline and improving forecasting
- 6 Optimize recruiting performance with powerful analytics
- 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 engaging constituents:

Leveraging student, staff, and community data, historical information and to create better experiences and maximize enrollment levels

3

Note 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%

50%

Faster applicant tracking

25%

25%

Increase in admissions staff productivity

ACL Digital is a design-led Digital Experience, Product Innovation, Engineering and Enterprise IT offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses. ACL Digital is a part of ALTEN group, a leader in technology consulting and engineering services.

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