

Engage Your Empowered Students

# How To Transform into a Customer-Focused Digitized University?

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Now we can make the experience of studying at the university a life-enhancing one!

Paul Marshall, Associate COO & Executive Director of Strategic Planning Services,  
De Montfort University

**70%**  
of the buying process is done before the students meet your institute

Boost Your Marketing to Face New Challenges in Higher Education

## Provide a Seamless Omni-Channel Experience

### Is Your Educational Model Future-Proof?

Today, just like any business, higher education institutions have to brand and market themselves in order to attract their customers: students. Moreover, the trend of lifelong learning becomes reality, meaning universities have to focus on new target groups like professionals, alumni, and HR managers.

### These Are Typical Challenges:

- Growing global and digital competition
- More empowered students and heterogeneous target groups
- Less traditional income streams



In the past four years, mobile internet usage has skyrocketed and has overtaken the desktop as the most popular digital platform.

In an increasingly competitive industry, with the number and variety of higher education providers rising fast, a crucial question comes up: how can a university stay at the top of the rankings, attract and retain the bright minds of its diversified audience, and make its operating model future-proof?

### Meeting “Digitized Customers” on Their Terms

Institutions should increase the flexibility of their offering and use data more efficiently. To keep and grow their market share, they need to treat students like customers, who need to be attracted, nurtured and maintained. This demands an institute that embraces data and digital strategies.

It's time for universities to improve their recruiting, marketing and communication processes to answer the digitized and empowered audiences.



Students are unique – they are individuals and demand a personal service. Understanding, tracking and engaging a student’s digital fingerprint will help the university to understand every interaction and provide the very best student experience.

### Learning from Experience

Intelligence is supporting a global network of universities and understands the challenges facing educational institutions. Our depth of higher education expertise has allowed us to partner with universities to improve student engagement, recruitment and retention with the latest solutions from SAP Hybris. Our solution portfolio comprises three innovative solutions:

#### I. Engagement across the Entire Student Journey

This solution provides data-driven business intelligence to optimize recruitment processes and conversion rates, including marketing planning and multi-touch campaigns. You gain a 360-degree view of each student, enabling streamlined delivery of personalized academic and support services during their studies and even beyond graduation.

Moreover, engagement across the entire student journey incorporates social media listening, click behavior, interaction history, grades and results from your student information system (SIS) and uses this

consolidated data in real time. Through embedded predictive analytics you can even provide intelligent recommendations, for example to increase student retention.

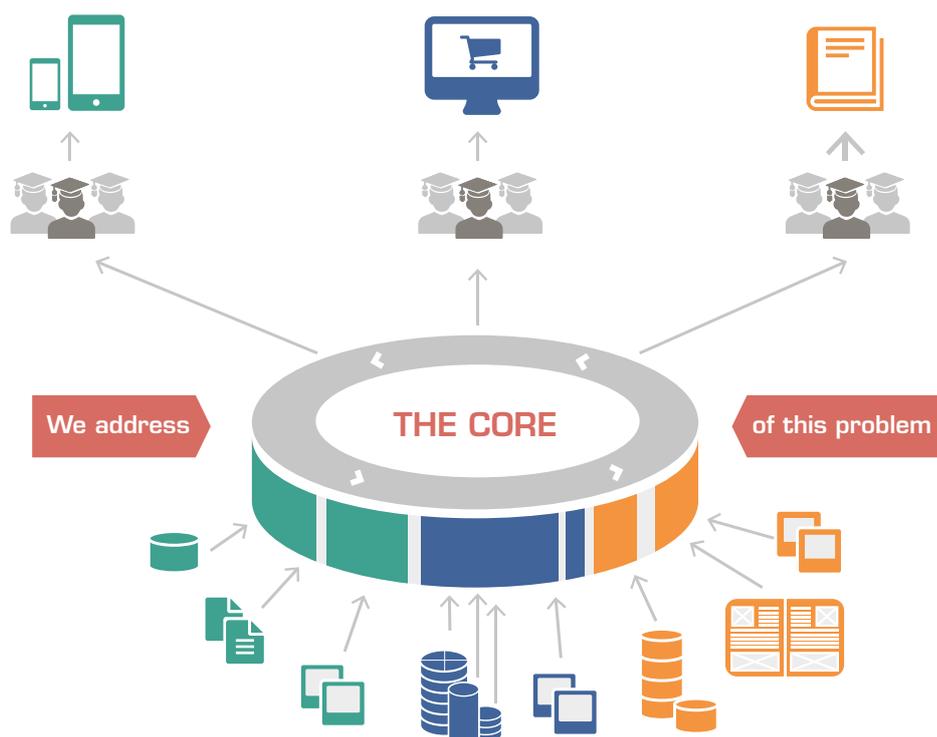
#### II. Omni-Channel Commerce for Education

With Omni-Channel Commerce for Education, you can promote, sell and upsell courses, workshops, (video) content, modules and merchandise. The solution matches all higher education requirements, supporting B2C as well as B2B processes. Imagine, for example, an HR manager who invites employees to enroll in individual college courses.

#### III. Managing and Publishing Your Education Catalog

This solution helps you engage your (prospective) students and audience with consistent, rich content across every touchpoint of their journey, and manage it with today’s business agility. Staff and teachers are provided with a collaborative environment for maintaining and managing the content of the study program or your product catalog.

### Extract and Integrate Siloed Channels





# Early Adopters Enjoying Competitive Advantages of Digitization



## **De Montfort University Implements itelligence's Student Engagement Platform**

The Student Engagement Platform offers DMU the opportunity to segment, track and monitor potential students across the world from the pre-application process, including marketing efforts for open days, during their studies and up to alumni relationships beyond graduation.

Paul Marshall, Associate Chief Operating Officer & Executive Director of Strategic Planning Services at DMU, comments: "We recognized that DMU could no longer operate in silos and that there was a requirement for an integrated student support system, capable of making the experience of studying at the university a life-enhancing one."



## **Saxion First University to Implement Shop Functionality from SAP Hybris**

"We provide our students with an improved digital environment as attractive and intuitive as an online store. In doing this, Saxion became one of the very first universities to implement webshop functionality related to their admission process of booking courses. This has significantly accelerated and simplified the student enrolment process," says Cora Woltring, Project Manager at Saxion.

**To find out more about student engagement, commerce and SAP solutions for higher education, visit:**

» [www.itelligencegroup.com/education](http://www.itelligencegroup.com/education)