Oracle CX for Higher Education: Enhancing the Student Experience

Southern Africa HEUG Conference 2017

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Consumer Experiences Driving Student Expectations

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1 IN 5 PROSPECTIVE STUDENTS REMOVE
A UNIVERSITY FROM CONSIDERATION BECAUSE OF

A BAD EXPERIENCE

ON THE INSTITUTION'S WEBSITE.

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Situation:

Each student's journey is unique

61% of students chose their institution because of receiving personalized attention prior to enrollment.

- 2014 Noel-Levitz National Student Satisfaction Report

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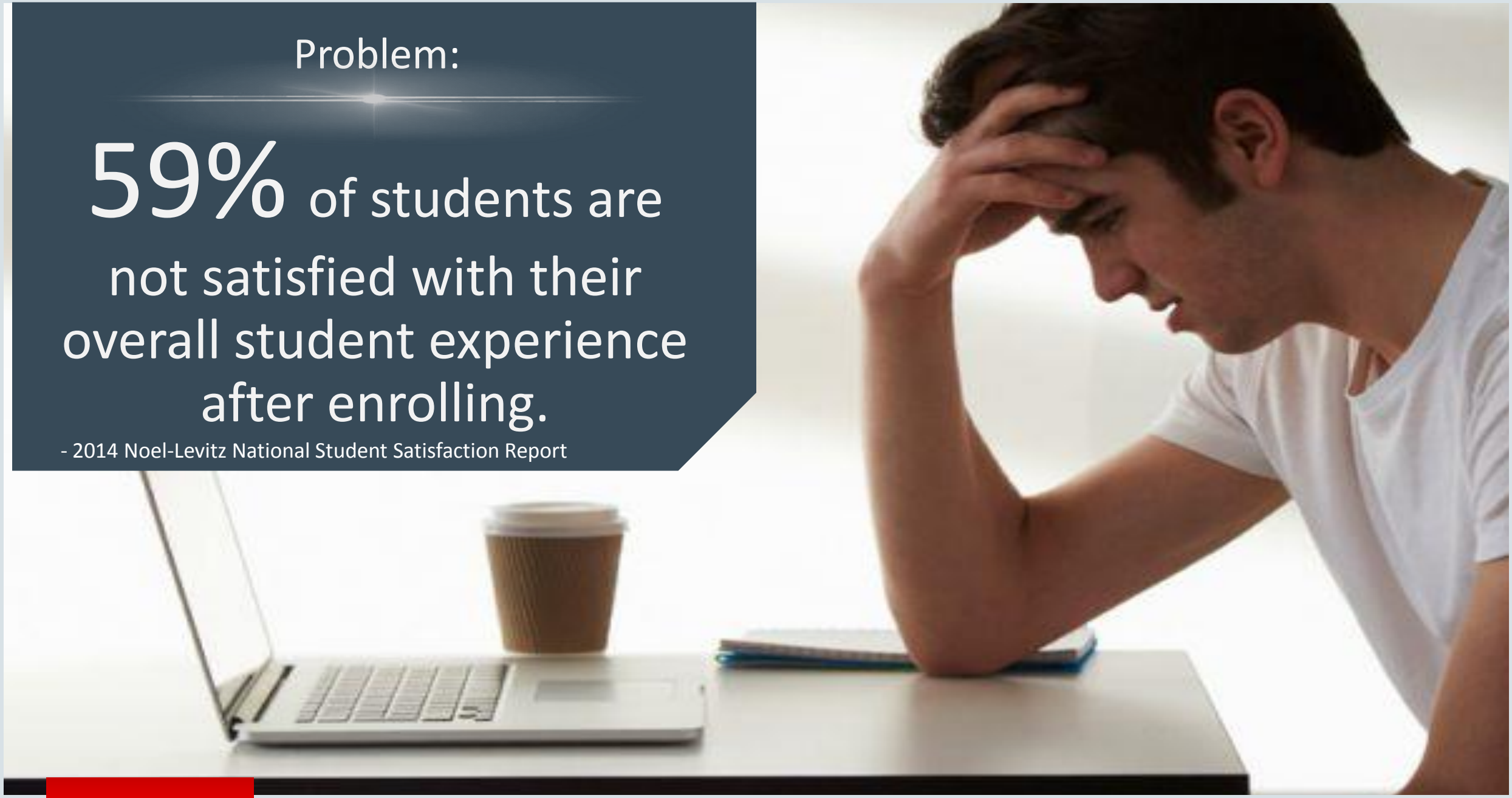
Problem:

59% of students are not satisfied with their overall student experience after enrolling.

- 2014 Noel-Levitz National Student Satisfaction Report



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A personalized, integrated and coherent student experience will become a key differentiator for higher education institutions, and CIOs need to start building the strategies and infrastructures to make this happen.

There is a growing focus on the student experience in higher education, driven by an increasing emphasis on student success and scrutiny on educational outcomes.

"The Future of the Student Experience is Personal", 25 April 2017 - Gartner

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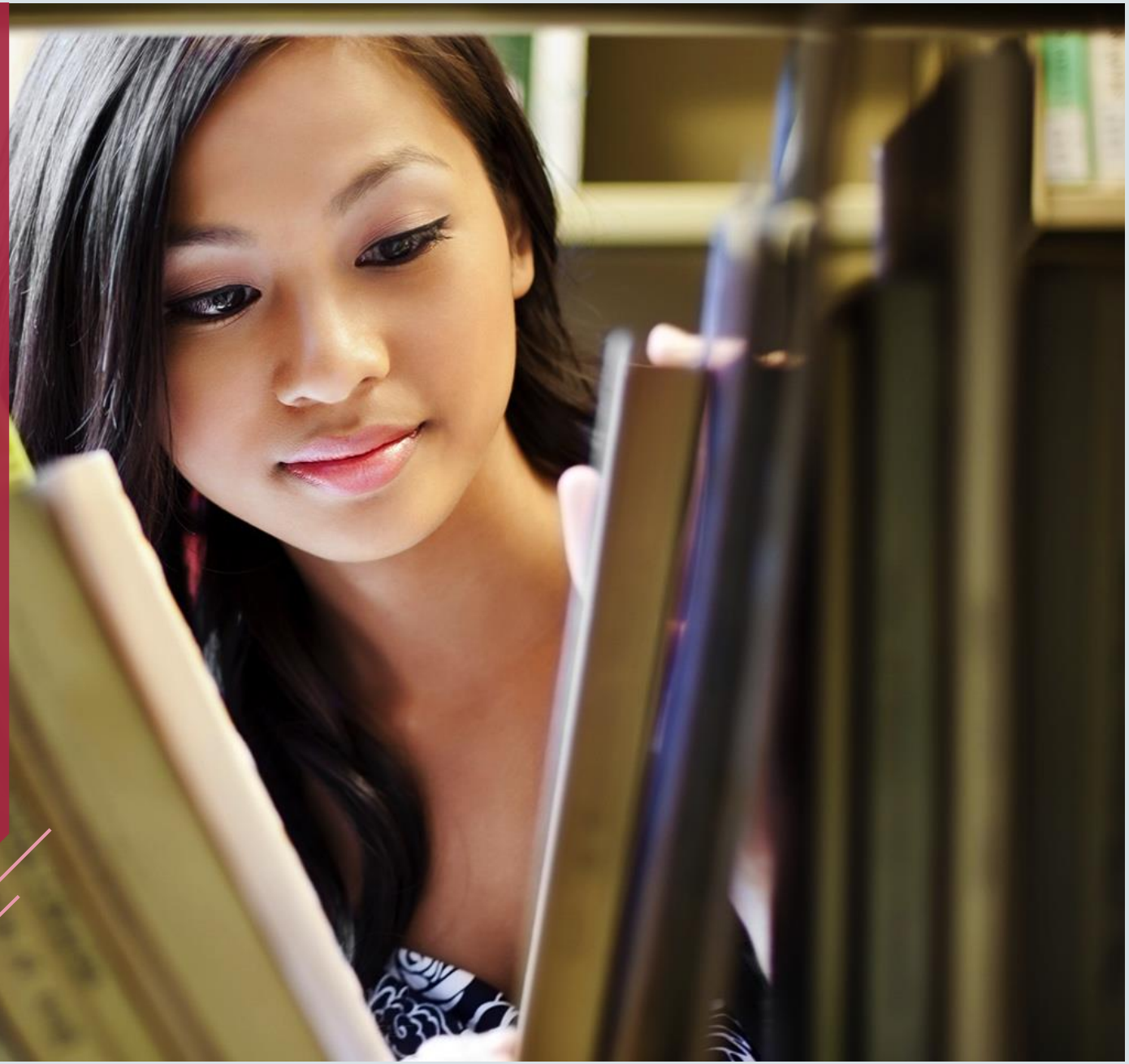
Problem:

57%

of education & research executives graded their institutions a C or below at offering highly individualized constituent experiences



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A Fundamental Shift is Required…

Managing Student Transactions
Tactical

Building Student Relationships
Strategic

Student 101

"Traditional" student
One-size-fits-all
Student profile siloed
Different office, different response
Fragmented engagement

Jessica Jobs

Modern student
Personalized experience
Holistic student profile
Seamless engagement across campus
Cross-channel, multi-device

$

- Tuition revenue only
- Grass roots referrals

$$$

- Brand advocate and social influencer
- Student's total lifetime revenue potential
- Loyal to the institution

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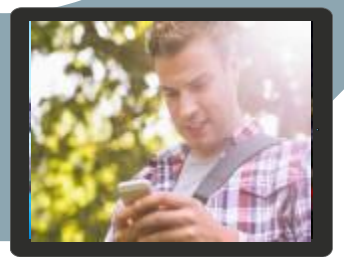
Your Student's Journey Could Be Like This....

1



Identify me, interest me

2

Engage me by knowing my interests and what I want

3

Empower me to find the information I need

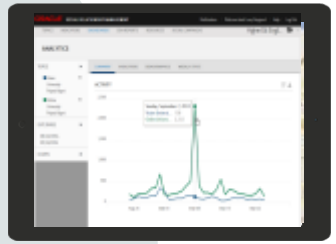
4

Intervene with me when I go off track

5

Provide me with timely and relevant content throughout my student journey

6



Help me succeed in reaching my goals

7

Let me share my experiences with other students

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Today SIS → Tomorrow Student Lifecycle Management

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Student Cloud: Complete Support for the Student Lifecycle

AVAILABLE

Student Recruiting

- Outreach & engagement
- Recruiter & territory management
- Lead management
- Pipeline forecasting

CONTROLLED AVAILABILITY

Student Management

- Admissions
- Curriculum Definition
- Registration, Enrollment, Records
- Assessments & outcomes
- Student account

FUTURE

Student Financial Aid

- Eligibility & awarding
- Scholarships
- Funds management
- Disbursements

FUTURE

Student Success

- Identify at-risk students
- Intervention strategies
- Analytics

FUTURE

Advancement

- Alumni & donor engagement
- Events
- Fundraising campaigns

AVAILABLE

Student Engagement

- Social listening & engagement
- Multi-channel campaigns
- Personalized outreach & engagement
- Event management

AVAILABLE

Student Support

- Student help desk/case management
- Self service knowledgebase
- Online chat
- Agent co-browse
- Policy automation

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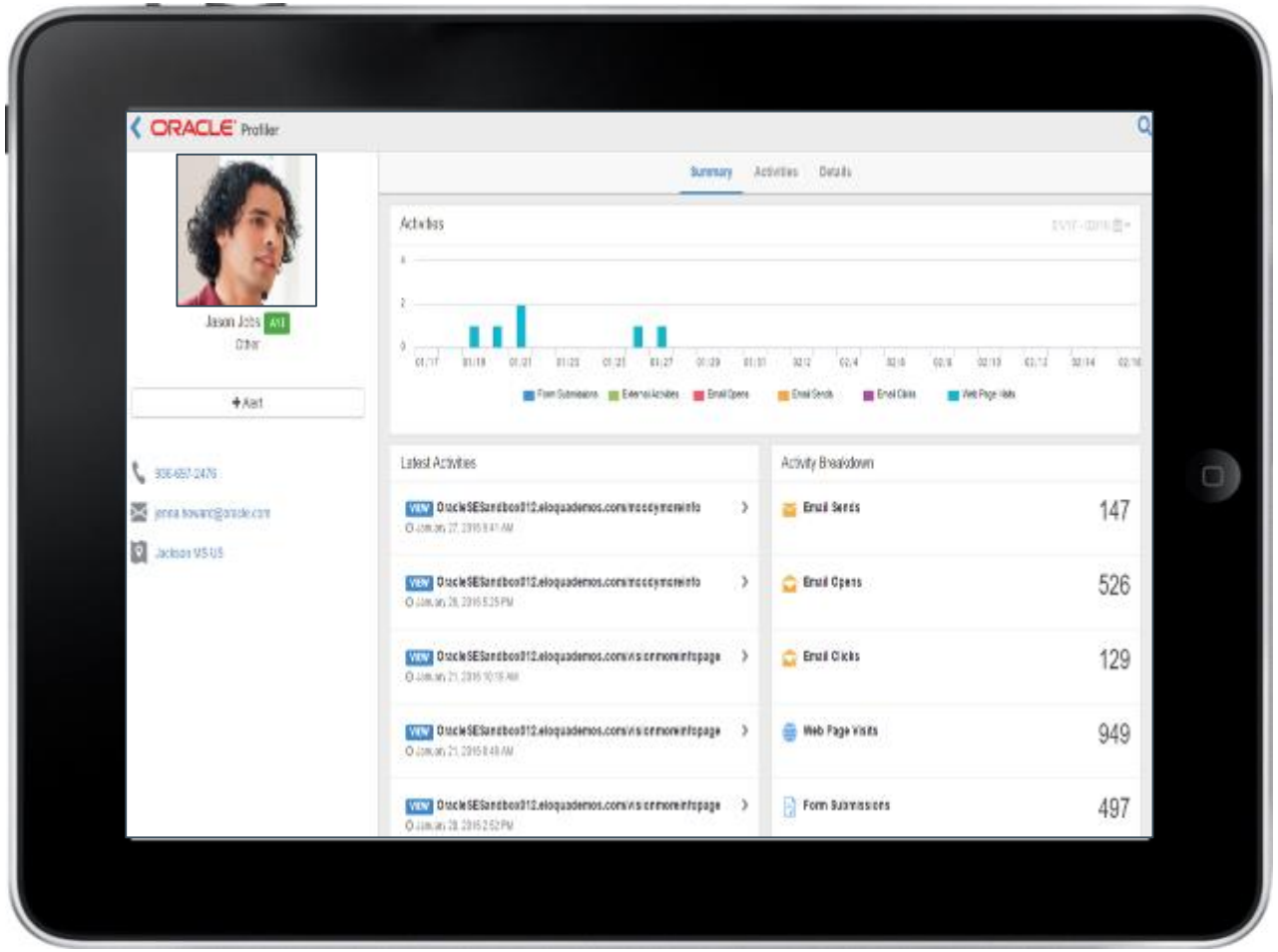
Oracle Student Engagement

Meet your student's expectations with modern Outreach and Social Interactions



- Engage constituents with personalized and targeted communications and social interactions, delivered via multiple channels according to the recipient's preferences.
- Personalize your outreach by tracking user's online activity to build rich profiles of their digital behavior and preferences.
- Create and manage digital content such as HTML landing pages, forms, and email templates to maintain a consistent and unified identity.
- Leverage the power and reach of social media with integrated marketing efforts, publishing your content to a variety of social sites.
- Improve outreach and campaign effectiveness with robust and actionable analytics.

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Oracle Student Recruiting

Attract and enroll best-fit students and improve Recruiter effectiveness

- Improve Recruiter effectiveness by focusing time and energy on qualified, high-value prospects.
- Support Recruiters on the go with mobile accessibility to view inquires, calendars, events, and other activities and generate emails from a mobile device.
- Engage prospective students with targeted and personalized communications and social interactions.
- Collaborate across campus to provide the seamless engagement and coordinated support.
- Improve outreach and campaign effectiveness with robust and actionable analytics.

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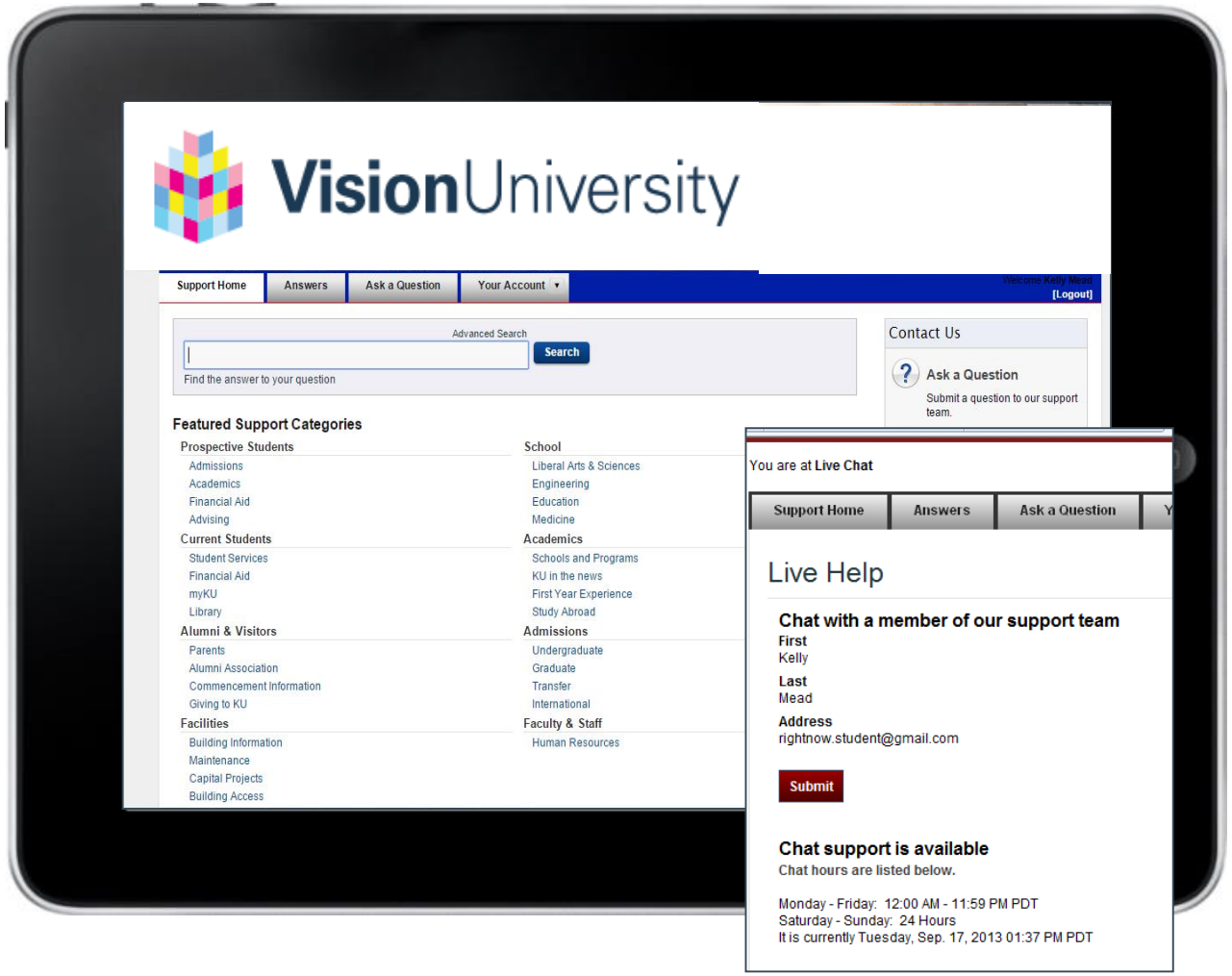
Oracle Student Support

Improve service with robust online tools

- Empower students, faculty, staff, alumni, and visitors to search for information and find answers on their own.
- Display content that is timely and relevant based on user profile and permissions.
- Enable users to search for resolutions to issues and if not found, to submit a new request. Track and route the issue for satisfactory resolution.
- Improve search results and content with user feedback and analytics to track usage and helpfulness of knowledge articles.
- Provide immediate assistance with Live Chat capabilities. Chat test is tracked for reporting and analysis.



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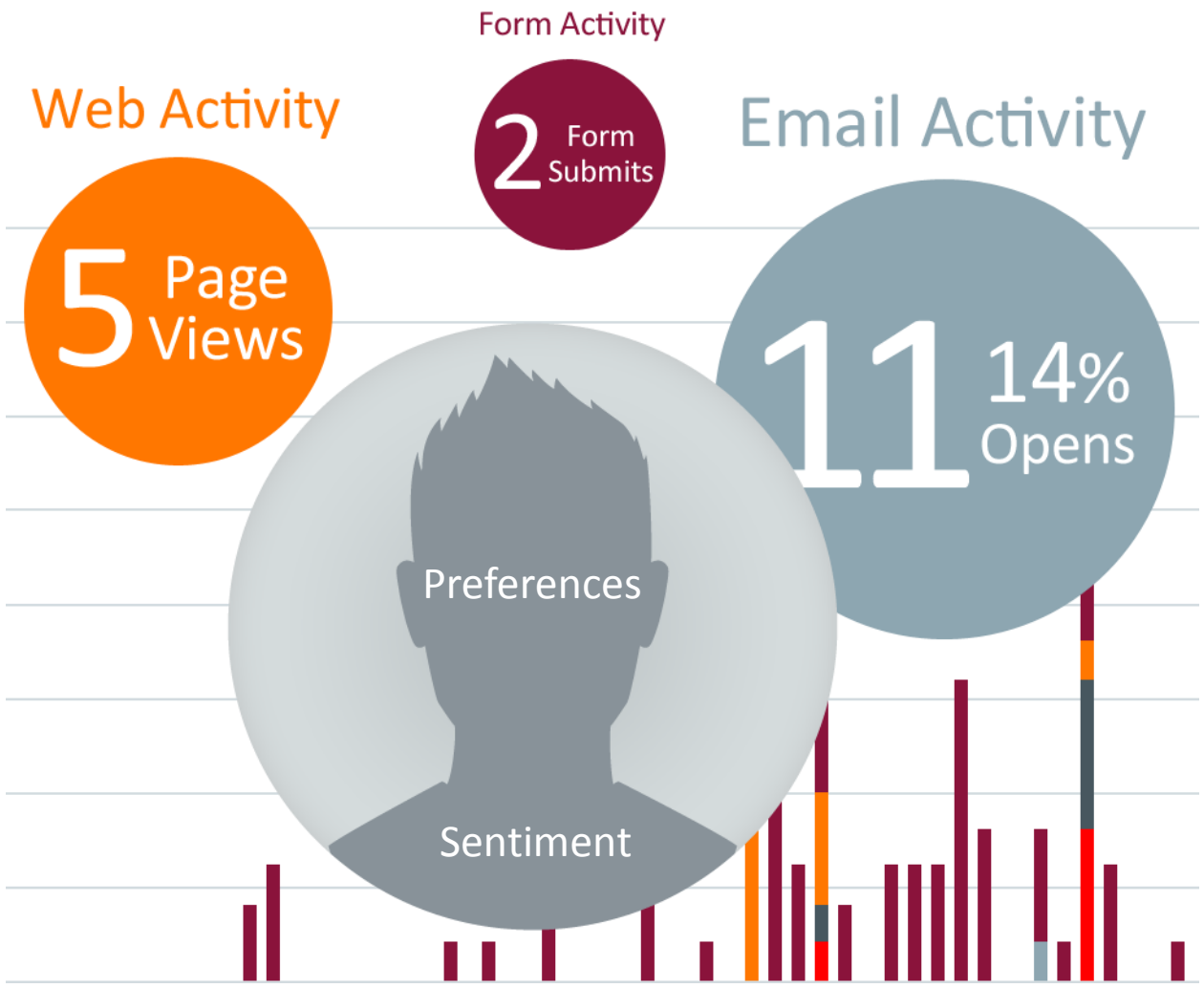
Build Actionable Student Profiles

- Create comprehensive constituent profiles across the lifecycle
- Track individual activities, events, preferences, and behaviors to gain new insight
- Leverage profile data to establish personalized and targeted campaigns and outreach programs



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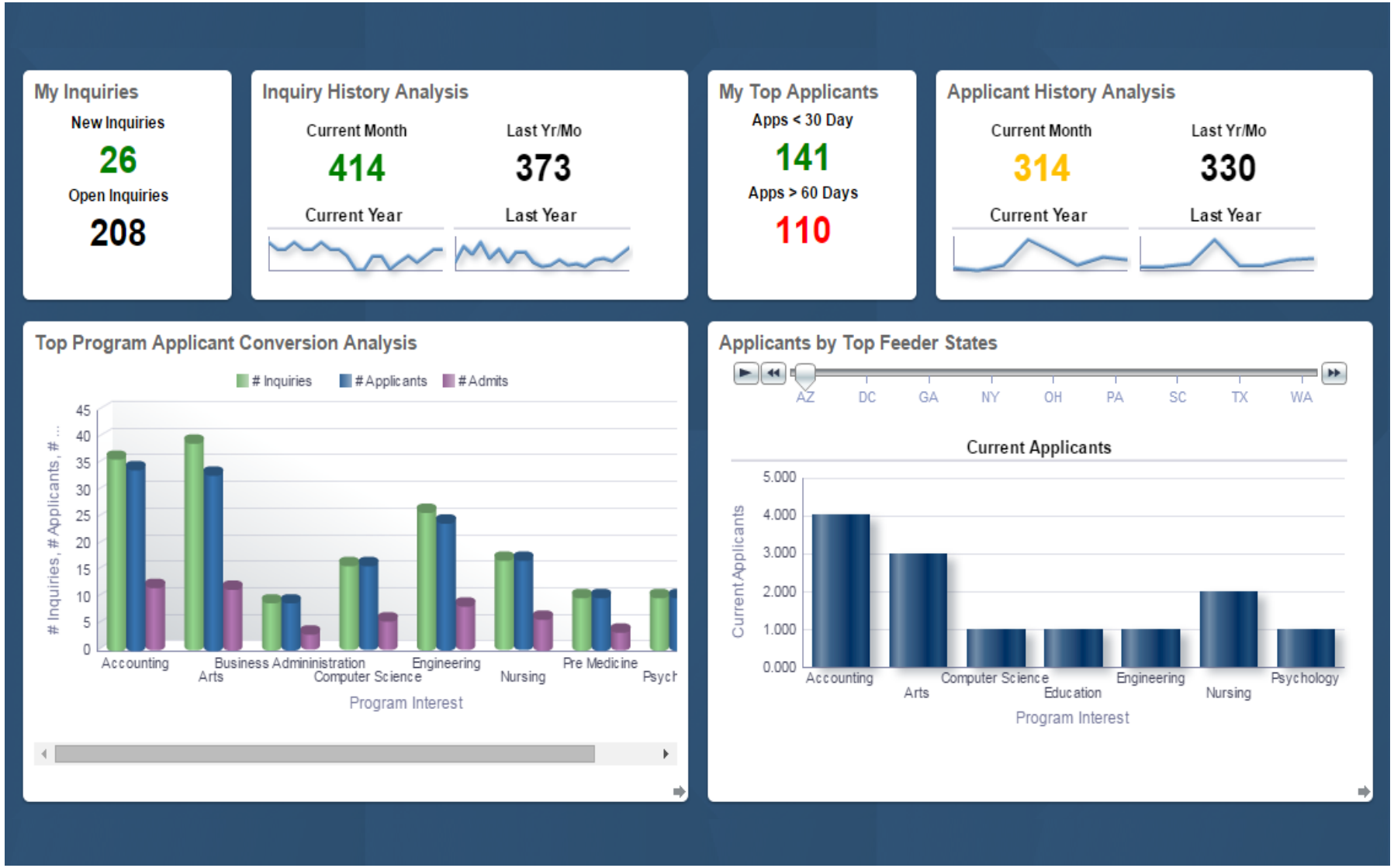
Actionable Analytics to Drive Decisions and Insight



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Let’s Take a Look…

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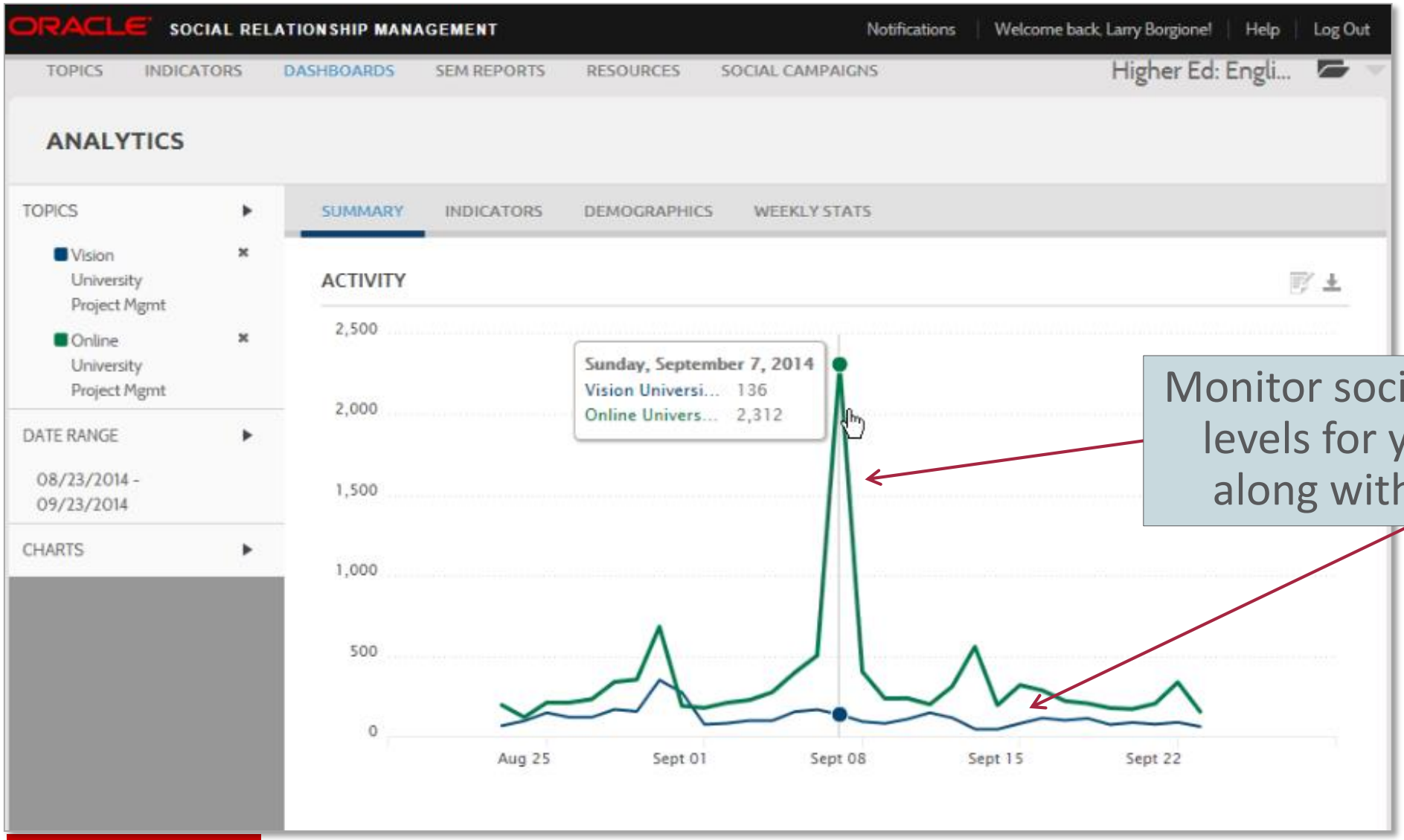
Social Listening: Monitor Social Media Activity



Monitor social media activity levels for your institution along with a competitor

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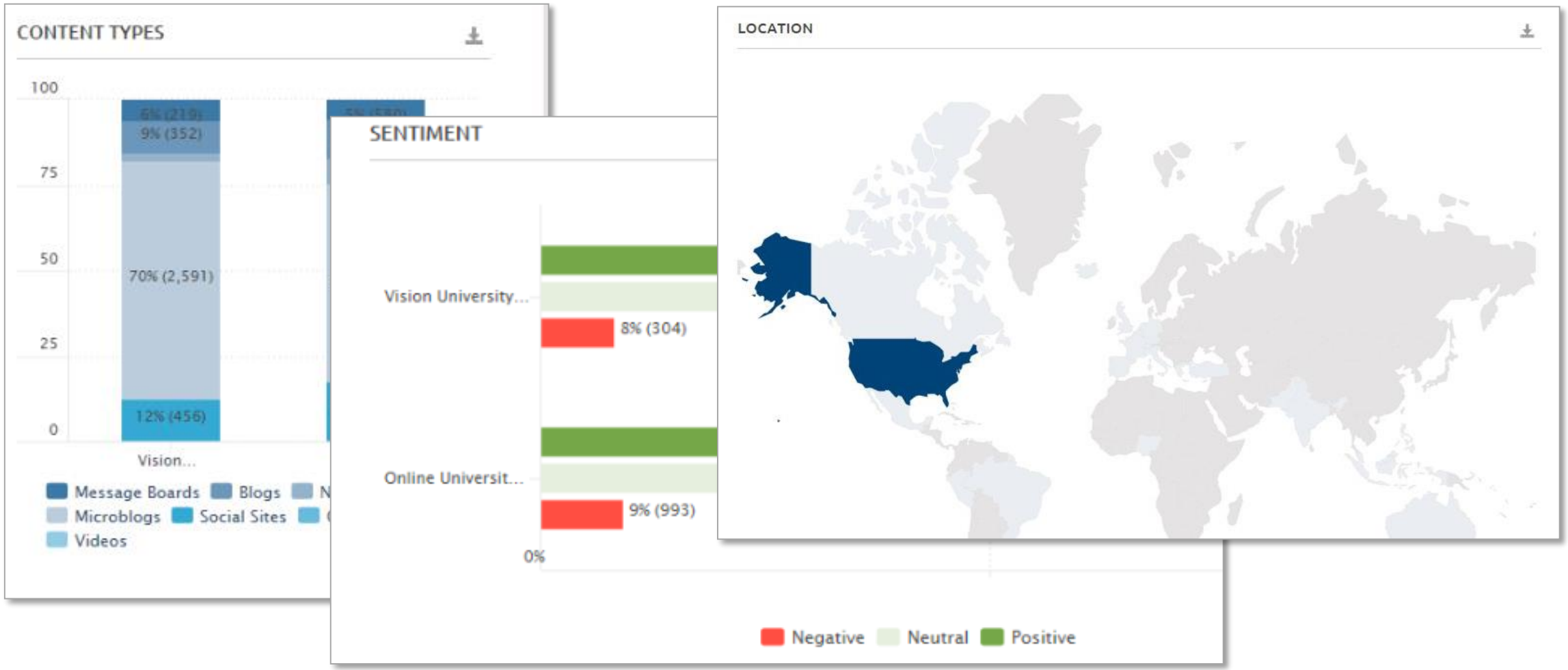
Track Content Types, Sentiment, and Location



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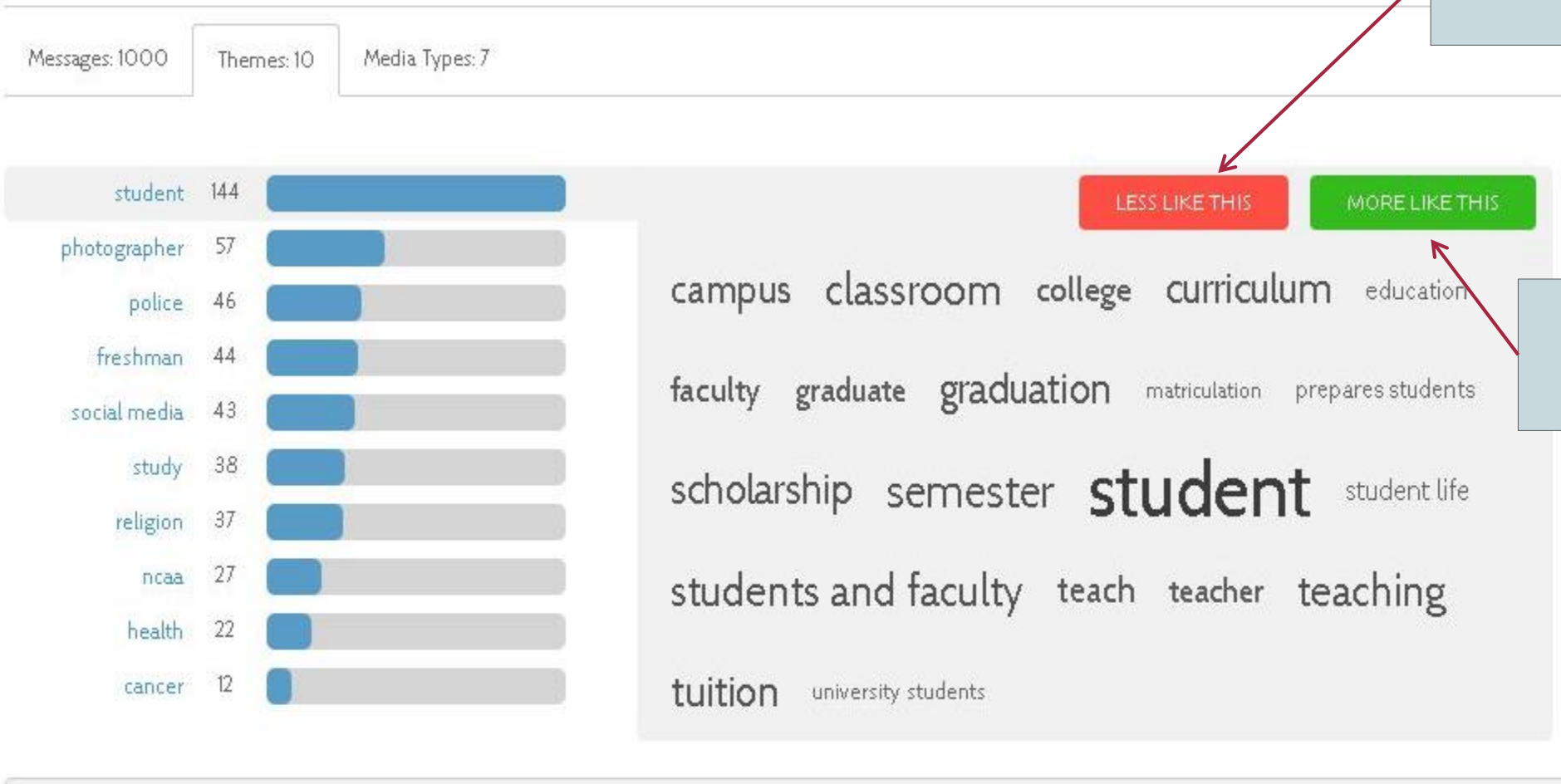
Filter Out the Noise

Listen to and monitor what is actually relevant



"Less Like This" filter

"More Like This" filter

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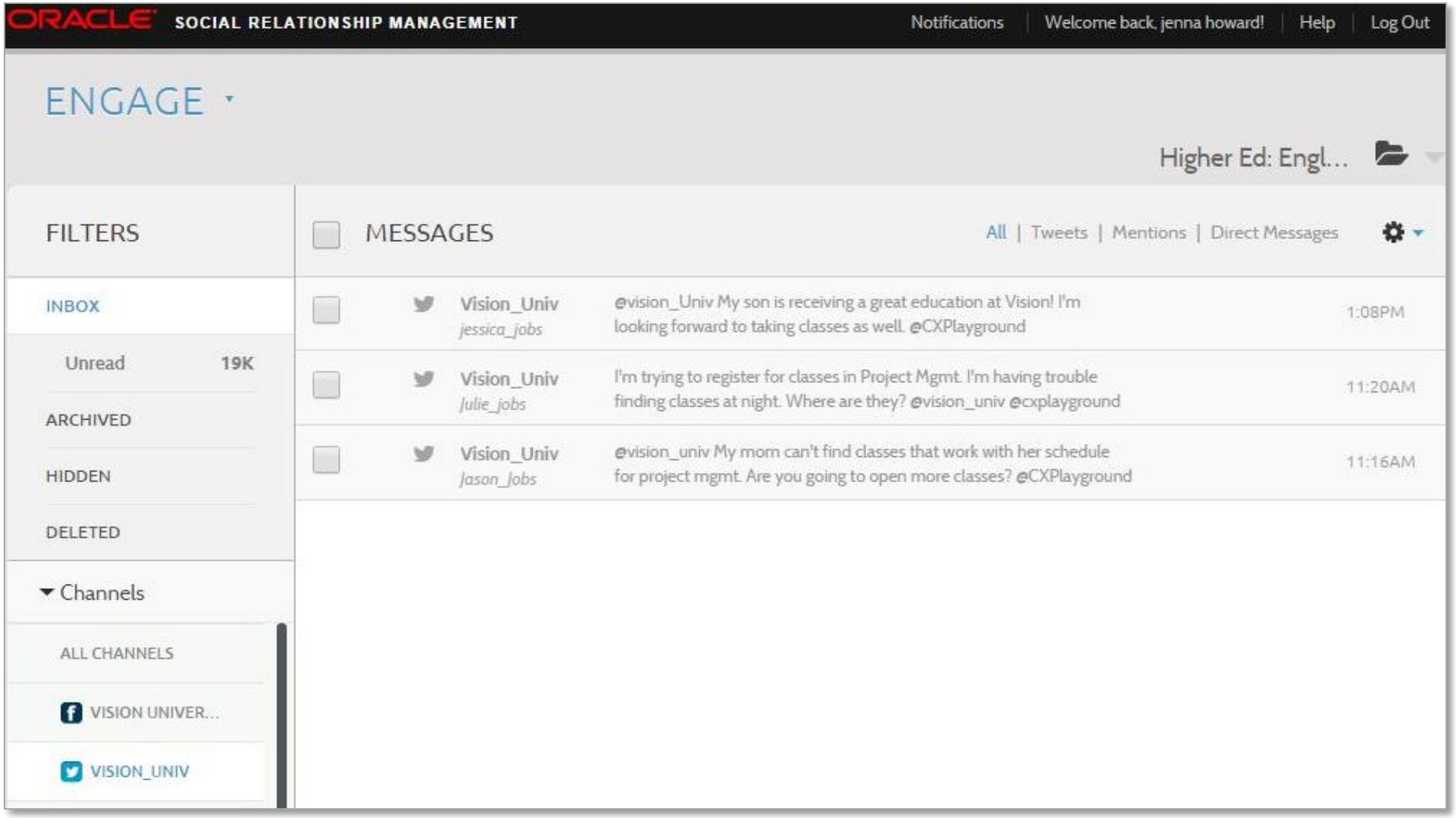
Monitor Individual Posts and Comments



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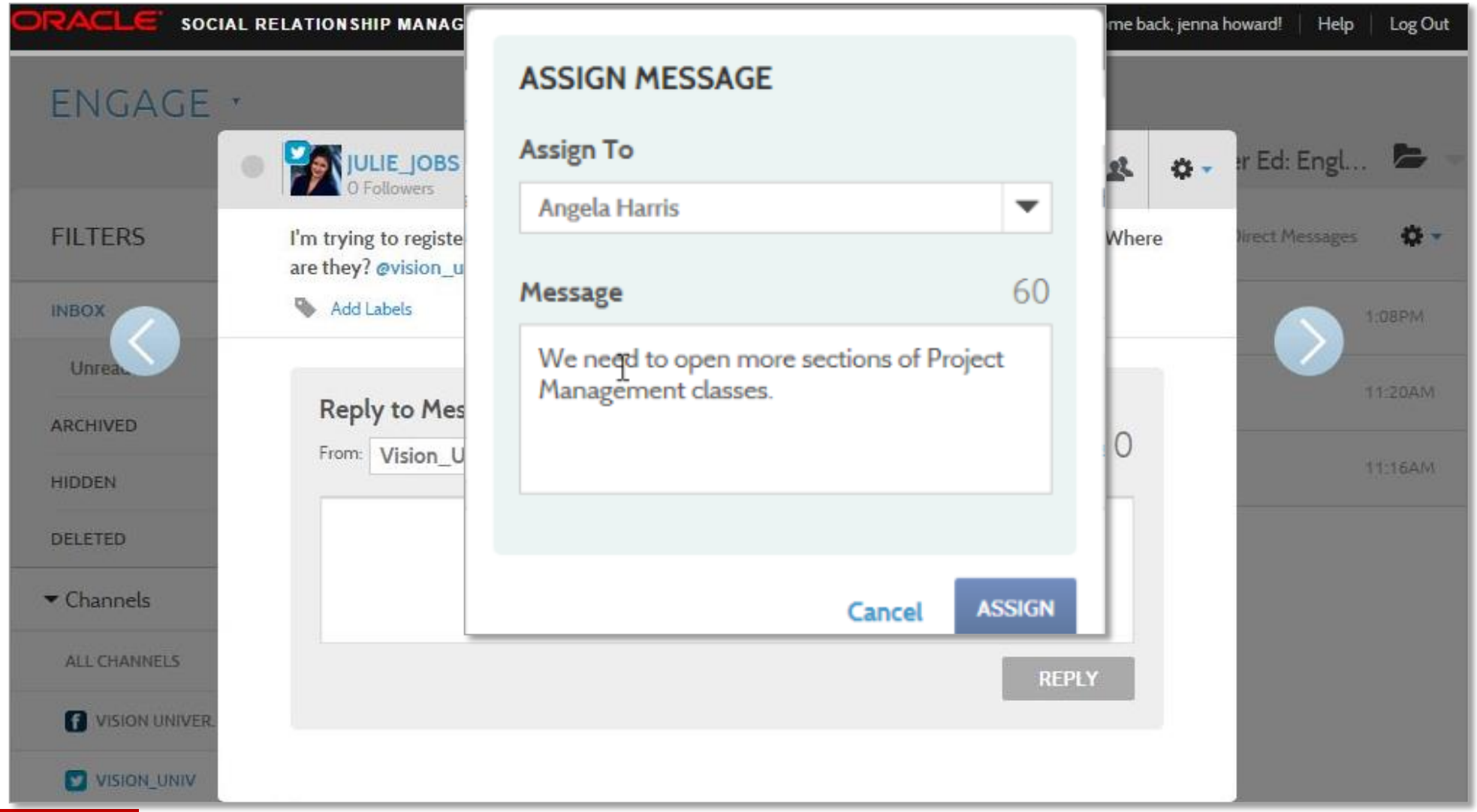
Assign Specific Posts for Resolution



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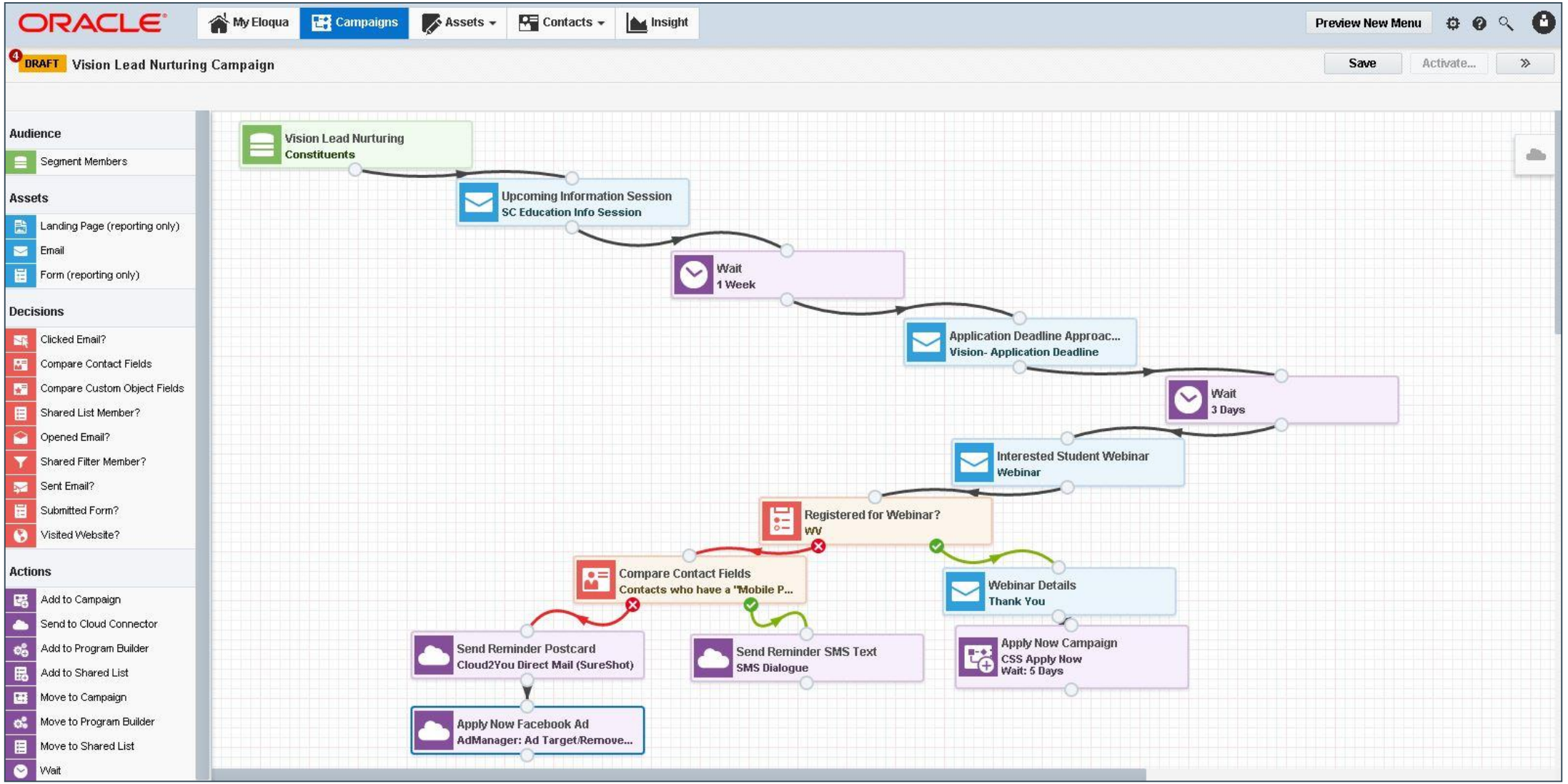
Student Engagement Campaign Flow



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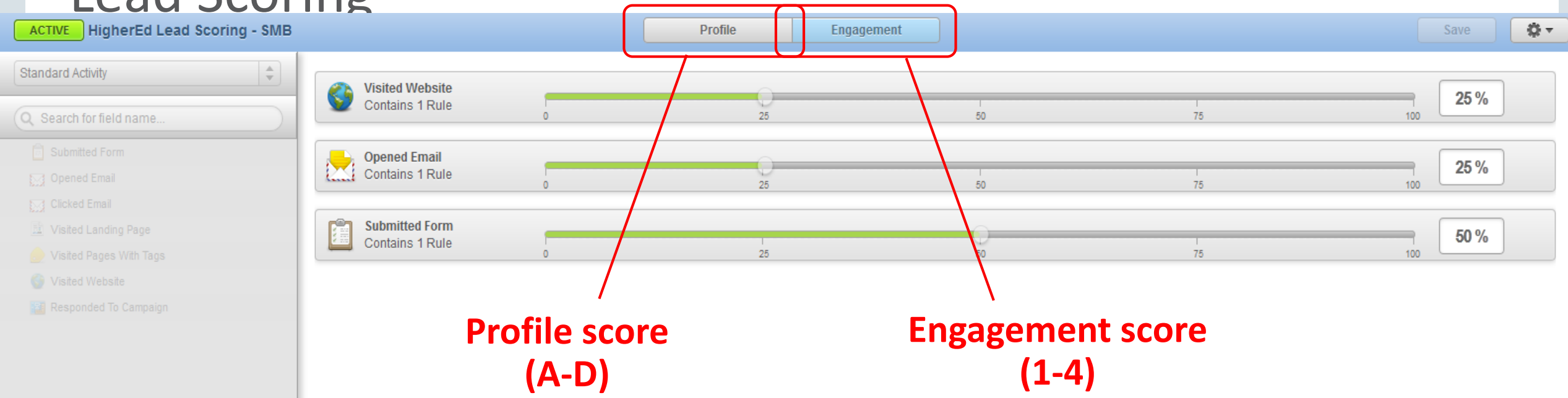
Lead Scoring



Profile score (A-D)

Engagement score (1-4)

A1: Excellent profile and high level of engagement >>> Extremely desirable

B2: Good profile with good engagement >>> Very attractive

D4: Poor profile and no engagement >>> Poor fit

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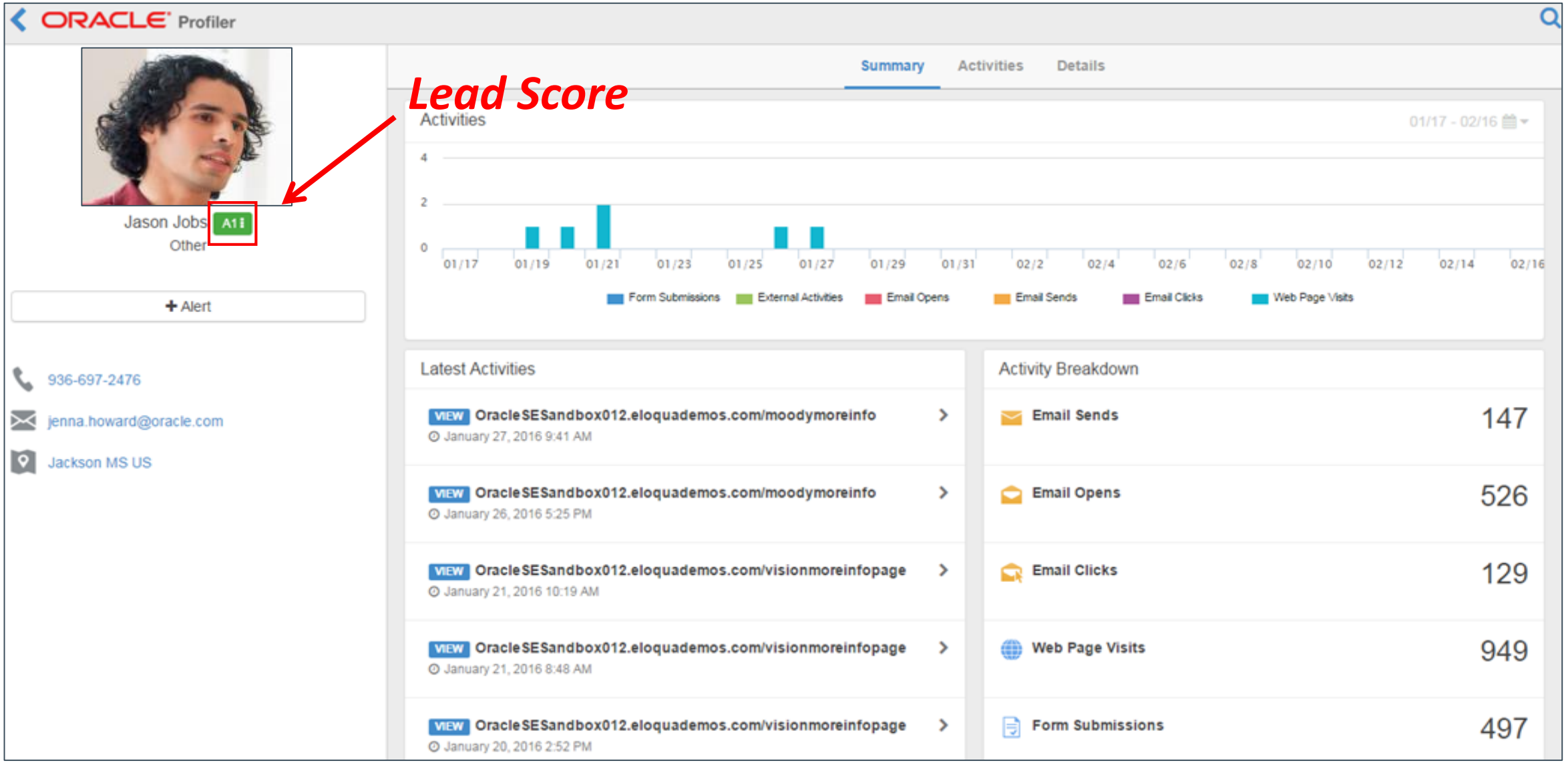
% Remaining

Student Digital Profile



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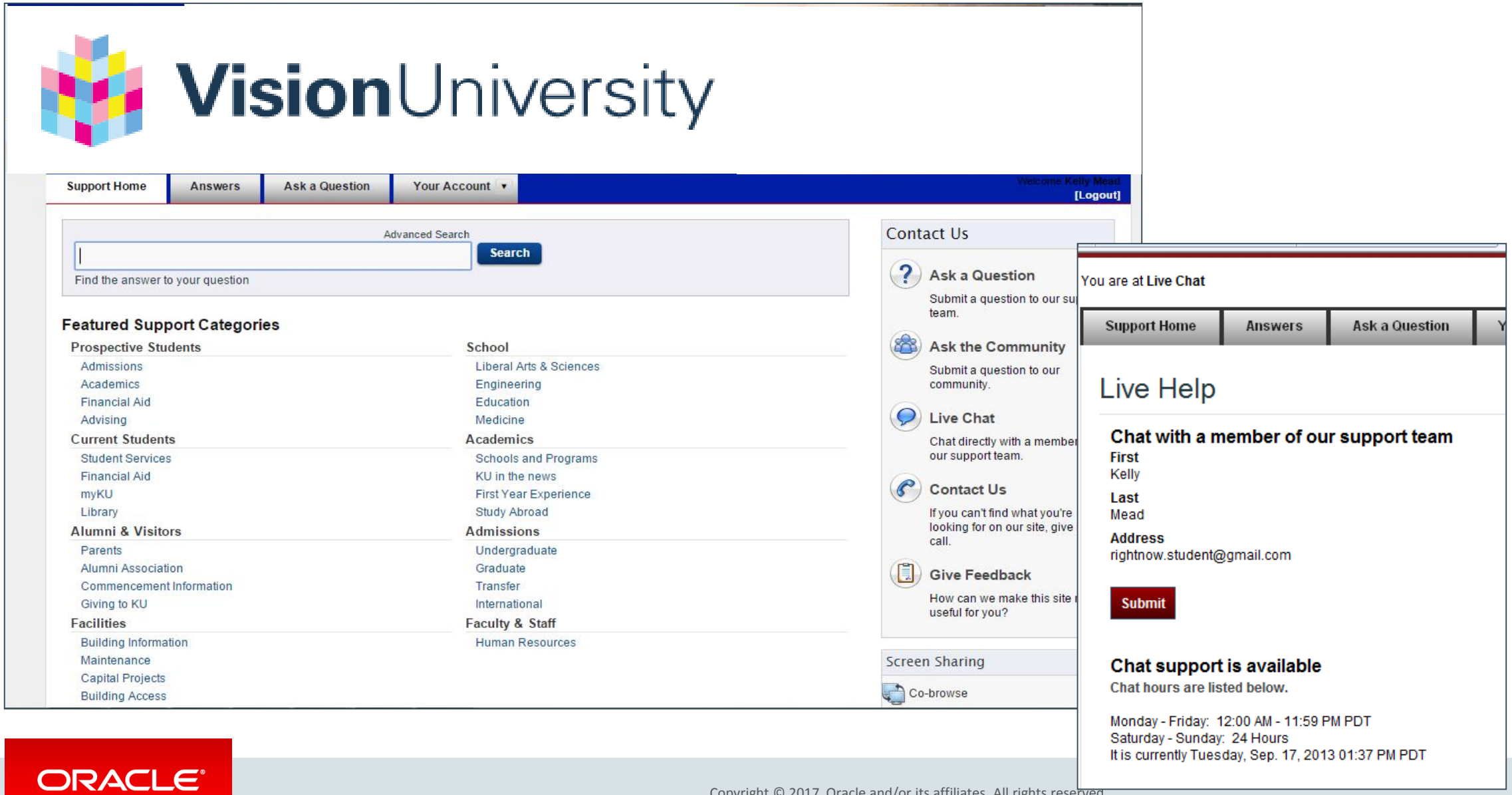
Self-Service Knowledgebase and Chat



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Oracle Student Experience Momentum

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Oracle Student Experience – Supporting Collateral

- Oracle Higher Education Industry Site
  - https://www.oracle.com/industries/higher-education/index.html
- Datasheets
  - Student Recruiting: http://www.oracle.com/us/industries/education-and-research/oracle-student-recruiting-ds-3608324.pdf
  - Student Engagement: http://www.oracle.com/marketingcloud/content/documents/datasheets/higher-education-ds-oracle.pdf
  - Student Management: http://www.oracle.com/us/industries/education-and-research/edu-student-management-ds-3608383.pdf
- Related Collateral
  - How to Deliver the Personalized Experience Students Expect: http://www.oracle.com/us/industries/education-and-research/education-all-about-me-sb-2437466.pdf
  - Modern Students. Modern Expectations: Oracle Student Cloud: http://www.oracle.com/us/industries/education-and-research/oracle-student-cloud-brief-2479137.pdf
  - High Impact Outreach for Higher Education: https://www.oracle.com/marketingcloud/content/documents/guides/high-impact-outreach-higher-education-gd-oracle.pdf

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Integrated Cloud

Applications & Platform Services

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