

Oracle Customer Experience for Higher Education

Asia HEUG Conference 2015

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Safe Harbor Statement

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A word cloud featuring various business and technology terms. The words are arranged in a non-uniform, overlapping manner. The colors range from dark red to orange. The words include: 'BI', 'off-campus', 'analytics', 'Completions', 'social-media', 'retention', 'reforms', 'Cloud', 'funding', 'research', 'non-traditional', 'International', 'big-data', 'Deregulation', and 'Competition'. 'Deregulation' and 'Competition' are the largest words, while 'BI' and 'analytics' are the smallest.

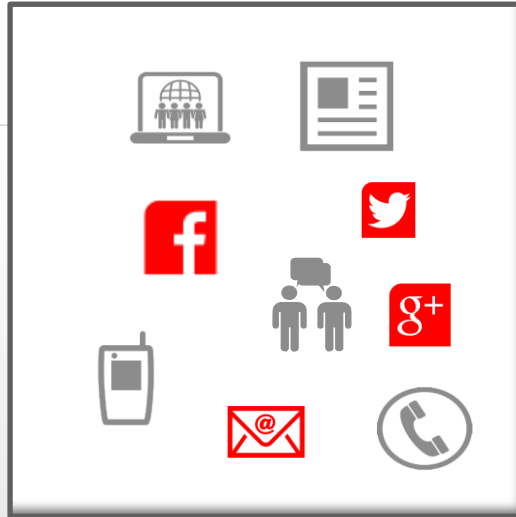
Changing Student Expectations

Digital Changes Everything



MORE CHOICES

Students choose how, when, and where they want to engage with you



HIGHER EXPECTATIONS

Students expect seamless recognition at every touch point



MORE INFLUENCE

Peers influence conversations more than traditional methods

Many Institutions Are Not Delivering


Students are not satisfied with their overall student experience



59%

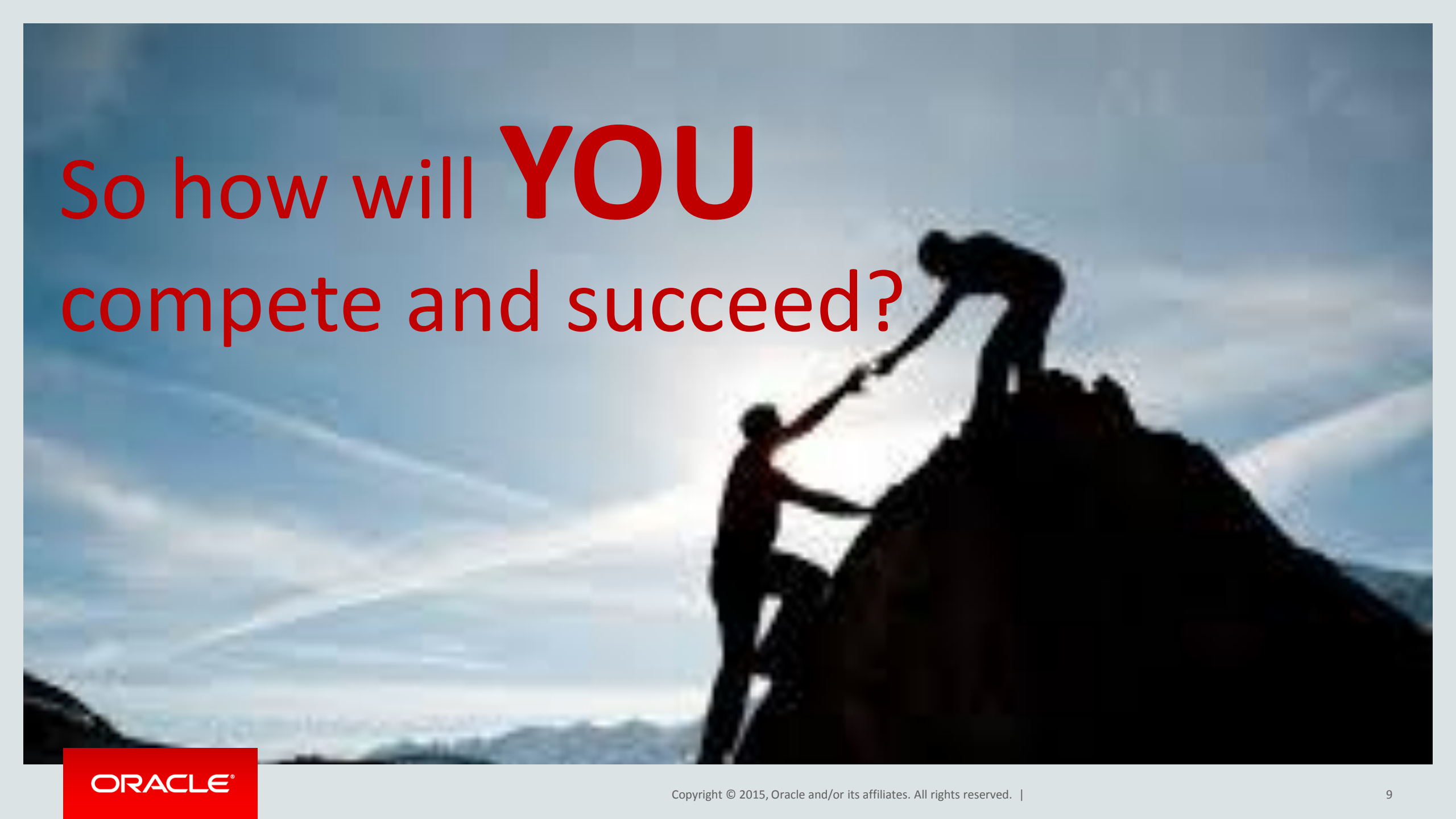
Percentage of students that are dissatisfied with the attention they receive *after* enrolling.

- 2014 Noel-Levitz National Student Satisfaction Report



“As costs increase and students are offered more options, institutions are under pressure to improve the effectiveness of their recruitment and retention efforts, and will therefore place a renewed focus on meeting student expectations.”

Source: 2015 Trends to Watch: Higher Education, Leveraging IT to Benefit the Institutional Mission, Ovum, November 2014

The background of the slide is a photograph showing the silhouettes of three people climbing a dark, jagged mountain peak. The sun is low on the horizon, creating a bright glow and long shadows. The sky is a mix of blue and white clouds. The overall mood is one of challenge and achievement.

So how will **YOU**
compete and succeed?

A Fundamental Shift is Required...

Managing Student Transactions Tactical



“Traditional” Student

- One-size-fits-all
- Student profile siloed
- Different office, different response
- Fragmented experience

Building Student Relationships Strategic



Modern Student

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

The Personalized Student Experience

Meeting the Modern Student's Expectations



Understand & Engage Your Students

Leverage student data, historical information and big data sources to create better and more personalized experiences.



Present One Institution

Deliver a consistent and seamless experience across both physical and digital channels that's durable and engaging.



Listen for Feedback & Take Action

Be aware of signs a student is at-risk and intervene in time to proactively address and influence their path forward.



Embrace Omni-channel

Leverage technology to improve the experience, while increasing service and engagement to meet the demands of the modern student.



**So how does CRM
help with all this?**

Collect actionable insight on student interests, preferences, and behaviors across the full lifecycle



Customer Experience Capabilities

CRM is not a single product

Social



Marketing



Sales



Service



Oracle Cloud CX Solutions for Higher Education



Oracle Cloud CX Solutions for Higher Education

Student Engagement



Oracle Cloud CX Solutions for Higher Education



Student Service

Oracle Cloud CX Solutions for Higher Education

Student Recruiting



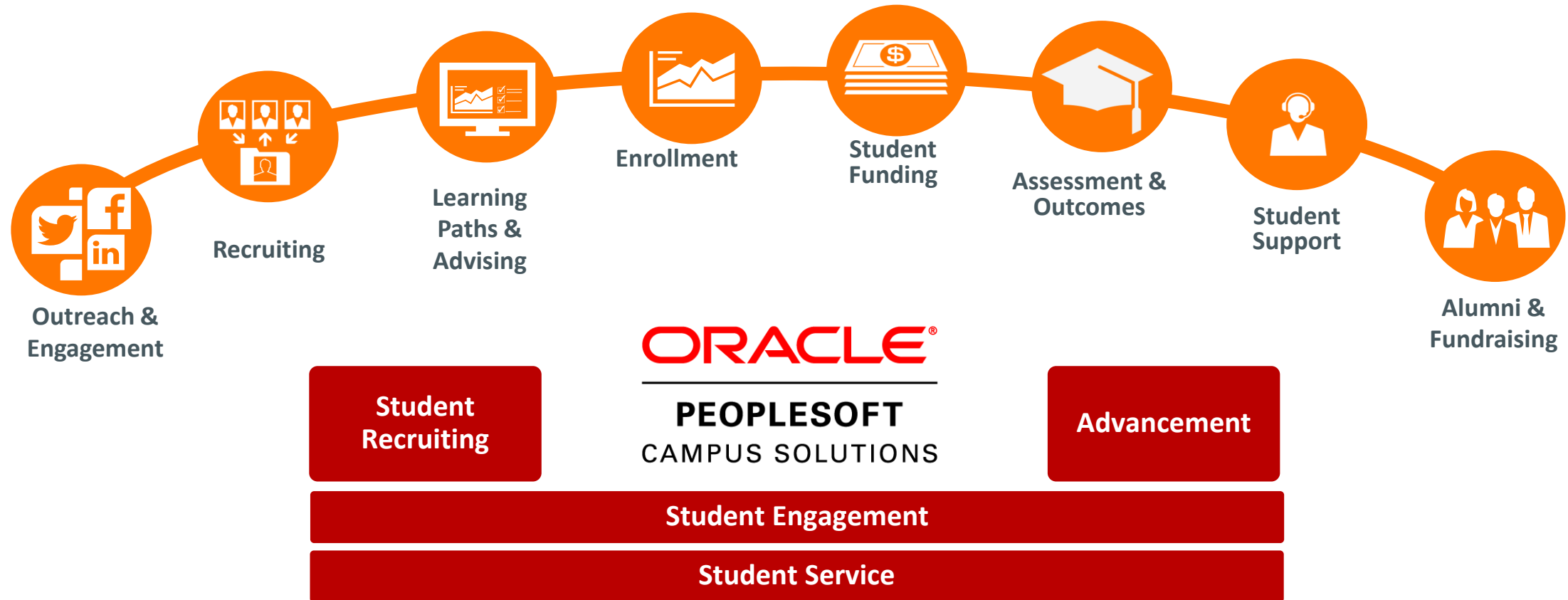
Oracle Cloud CX Solutions for Higher Education

Advancement



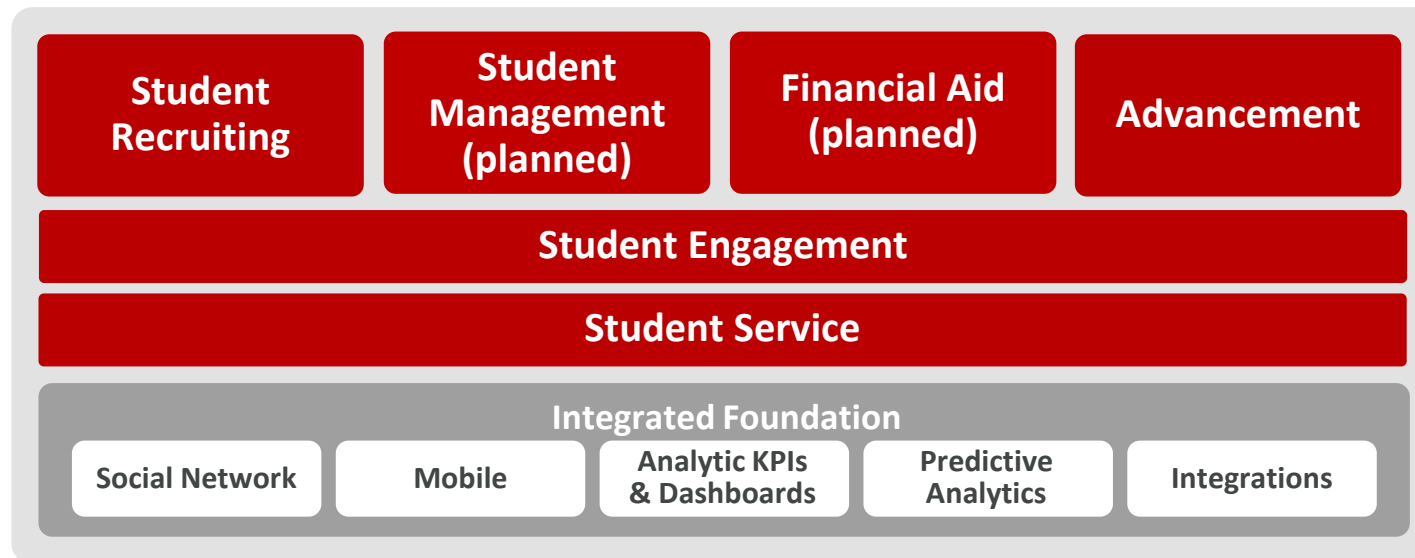
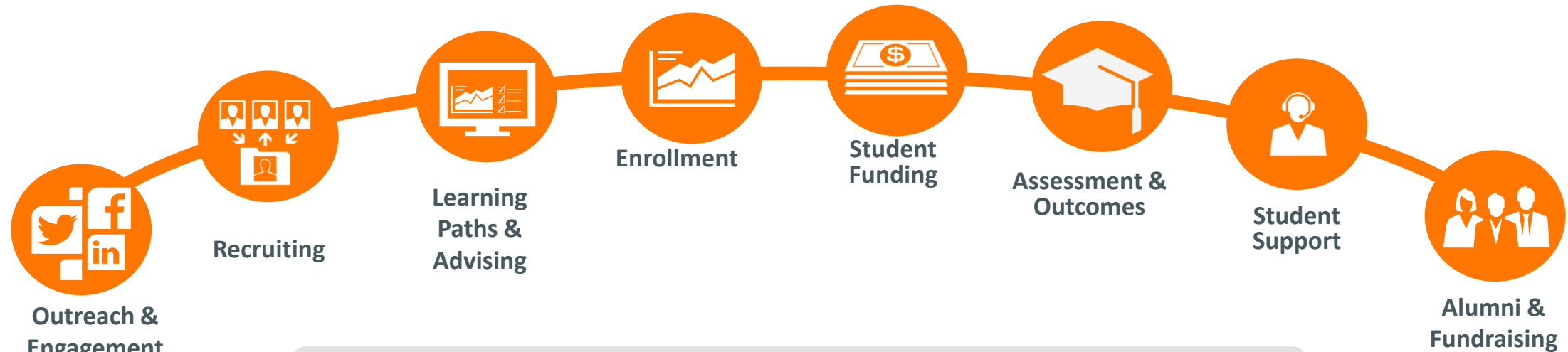
Oracle Customer Experience Solutions for Higher Ed

Comprehensive suite of capabilities to manage the student lifecycle (SIS + CX)



The Oracle Student Cloud

Comprehensive suite of capabilities to manage the student lifecycle



Oracle Student Engagement

Powered by Oracle Marketing and Social Clouds

Personalize the student journey

- Provide relevant, targeted, cross-channel outreach and engagement
- Deepen social interactions
- Deliver content in context to targeted audience segments
- Demonstrate marketing's impact on the institution's goals

Oracle Student Engagement

Powered by Oracle Marketing and Social Clouds



**Comprehensive
Student Profile**



**Campaign
Management**



**Social Networking
& Collaboration**



**Social Listening
& Engagement**



**Social
Marketing**



**Marketing
Analytics**

Integrated Student & CRM Foundation

Social Network

Mobile

Analytic KPIs &
Dashboards

Predictive
Analytics

Integrations

Oracle Student Service

Powered by Oracle Service Cloud

Deliver the best, fastest resolution

- Guide the student's personal journey based on their needs
- Empower students with mobile-friendly web self-service, knowledge, and social tools
- Adapt support processes to meet student's rising expectations and changing behaviors
- Reduce support costs through improved productivity

Oracle Student Service

Powered by Oracle Service Cloud



Web Customer Service



Cross-Channel Contact Center



Knowledge Management



Policy Management



Guided Service



Social Customer Service

Integrated Student & CRM Foundation

Social Network

Mobile

Analytic KPIs & Dashboards

Predictive Analytics

Integrations

Oracle Student Recruiting

Powered by Oracle Sales and Marketing Clouds

Meet enrollment goals

- Boost pipeline and improve forecasting
- Manage recruiters and their territories
- Drive recruiting results with complete mobility
- Optimize recruiting performance with powerful analytics

Oracle Student Recruiting

Powered by Oracle Sales and Marketing Clouds



**Prospective
Student
Profiles**



**Recruiter
& Territory
Management**



**Team
Collaboration**



**Enrollment
Pipeline &
Forecasting**



**Partner/Agent
Management**



**Prospective
Student
Engagement**

Integrated Student & CRM Foundation

Social Network

Mobile

**Analytic KPIs &
Dashboards**

**Predictive
Analytics**

Integrations

Oracle Advancement

Powered by Oracle Sales and Marketing Clouds

Nurture constituent relationships

- Boost donor pipeline and improve forecasting
- Manage advancement officers and their territories
- Drive fundraising results with complete mobility
- Provide relevant, targeted, cross-channel outreach and engagement

Oracle Advancement

Powered by Oracle Sales and Marketing Clouds



**Alumni/Donor
Profiles**



**Gift Officers
& Territory
Management**



**Trip Planning
& Mgmt**



**Donations
Pipeline &
Forecasting**



Collaboration



**Marketing &
Social Integration**

Integrated Student & CRM Foundation

Social Network

Mobile

**Analytic KPIs &
Dashboards**

**Predictive
Analytics**

Integrations

Oracle CX for Higher Education Roadmap

Delivered


- Student Engagement v1
- New Agent Browser UI v1 (OSvC)
- Community self service (OSvC)
- Native iOS and Android mobile apps for co-browse (OSvC)
- Policy Automation (OSvC)
- Video Chat (OSvC)
- Incident Collaboration (OSvC)
- CS and Service Cloud integration (Oracle Consulting)
- Demo configurations for Student Recruiting & Advancement

Planned

- Student Engagement v2
- CS and Student Engagement integration
- Agent Browser UI enhancements (OSvC)
- Oracle Knowledge Advanced enhancements (OSvC)
- Student Recruiting data model v1
- CS and Service Cloud integration enhancements (Oracle Consulting)
- Integration enhancements

Future Direction

- Student Engagement enhancements
- Browser UI enhancements (OSvC)
- Browser UI Extensibility Framework (OSvC)
- Knowledge Advanced enhancements (OSvC)
- Community Self-Service enhancements (OSvC)
- Student Recruiting & Admissions data model enhancements
- Student Recruiting & Admissions integration to CS
- Administrative 360-Degree View



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Where to Learn More...

- Higher Education FAQs: My Oracle Support (MOS) Doc ID 1630033.1
- Student Cloud: <https://cloud.oracle.com/higher-education>
- Student Engagement:
<https://www.oracle.com/marketingcloud/products/education.html>
- Oracle Service Cloud: <https://www.oracle.com/applications/customer-experience/service/index.html>

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