Higher Education:

A guide to recruitment and enrollment

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Rethink the student experience

Extraordinary times require a response. The pandemic has affected every industry and organization – and higher education institutions have seen the impact first-hand. Universities need to adopt new technologies and ways of working, adapting to new trends and expectations. We can never be this unprepared again. It's time to rethink.

Enable your institution to stand out by giving individual prospective students the experience they are looking for. Avoid siloed working and replication of processes. And let staff access data and analytics to help them make informed decisions.

- Join-up processes
- Personalize experiences
- Boost engagement

Start as you mean to go on, with Avanade.

Making a difference

We're here to enable you to maximize the use of data and insight, delivering hyper-personalized experiences that increase engagement and conversion so that your prospective students successfully become your latest student intake.

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Facing the challenges

You're having to adapt to rapid advancements in technology and modern digital platforms that are changing the teaching and learning experience.

Student expectations have risen, as has the importance of attracting and retaining the best staff and making research sustainable.

To meet the demands of students and staff, you'll likely be facing challenges such as:

• Transforming the experience of prospective students, employees, agents and influencers to increase student recruitment

• Maximizing the use of data and insights to deliver hyper-personalized experiences that increase engagement and conversion

Fortunately, challenge brings opportunity. The chance to work better, together. Because at Avanade, we're focused on helping you navigate, lead and manage the student relationship in a digital world.

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Solutions for recruitment and enrollment

So, how can Avanade help? From initial touch points to admissions, and everything in between, the goal is to retain every potential student. The competition is fierce, so it's vital that appropriate, modern solutions are in place.

To get your institution standing out, we recommend the following solutions and applications.

CRM
- Microsoft Dynamics 365 for Customer Service

Insights
- Microsoft Dynamics 365 Customer Insights
- Microsoft Power BI

Event management
- Microsoft Dynamics 365 for Marketing

Engagement and self-service
- Microsoft Dynamics 365 for Marketing
- Sitecore
- Adobe Marketing Cloud
- Power App Portals
- Marketo

Research and website
Open days and exhibitions
Schools
Arrival and registration
Applications
Exam results
Interviews
Acceptance
Offers
Travel/Visa
Fees

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Making stronger connections

Choosing the right technology can enable you to work with greater intelligence and help you improve your strategies – making sure that the recruitment and enrollment process is personal, engaging and, ultimately, successful.

Work with Avanade to bring in the right business applications and solutions, and you'll benefit in the following ways:

• Transform the experiences of students and staff

• Create and deliver hyper-personalized content and engagement

• Interact seamlessly across all channels

• Nurture candidates through the application process

• Gain agent supported applications

• Connect with students and academics

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OPEN UNIVERSITIES AUSTRALIA

Case study: Enhancing OUA's appeal

Open Universities Australia (OUA) wanted to grow student numbers in the face of an increasingly competitive global online market.

Aim

To personalize the experience of prospective students, with associated improvements in lead generation, lead nurturing and conversion rates.

Our approach

OUA worked with Avanade to design and implement a solution to power personalized experiences across the web and other channels, nurturing a diverse range of student journeys.

Result

A robust, fit to scale platform that enables students to explore, choose and enroll in programs. Data visualization tools allow visibility of conversion rates throughout the entire sales funnel.

Looking forward

OUA plans to employ machine learning and data analytics capabilities to further personalize the student journey.

The benefits

- A substantial increase in lead capture from the OUA website

- Significant growth in undergraduate degree applications and new student enrollment

- Personalized student experience delivered via the website and other channels

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Why Avanade?

At Avanade, our vision is to be the leading digital innovator, creating great experiences as we realize results for our clients and their customers through the power of people and the Microsoft ecosystem.

Through many different projects, we've helped higher education providers to rethink in a digital world. We've helped them to create compelling experiences for their students and employees. We've reduced costs, enabled more personalized communication, collaboration and enhanced service quality.

Want to know more? Visit our **website** or **contact us** to see how we support learning institutions across the student lifecycle – helping you to rethink higher education.

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About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 39,000 professionals in 25 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at **www.avanade.com**

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