



salesforce



Case Study

Salesforce Education Cloud: Transforming University Operations and Student Success



COMPANY

A well-established state university and one of the biggest public universities in the United States with more than 74,000 students and 4,000 staff. It is well-known for its innovation in delivering quality education.



CHALLENGES

The client was aiming to provide world-class higher education and student support services. However, they were facing operational challenges that hindered their ability to deliver prompt services to the students, including:

- Inconsistent data across departments and campuses, which resulted in operational inefficiencies and data inaccuracy.
- Continuous communication barriers caused delays in support services, which made students feel abandoned.
- Assessing and tracking student performance metrics was challenging due to a lack of real-time visibility into student engagement.
- Time-consuming manual administrative processes hampered the overall productivity of operations.
- The university was unable to fully utilize its alumni network due to difficulties in monitoring alumni engagement and overseeing fundraising initiatives.



SOLUTION

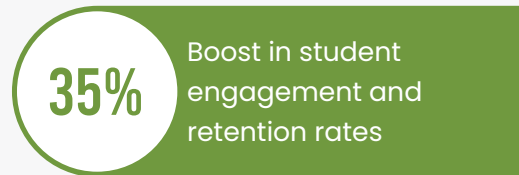
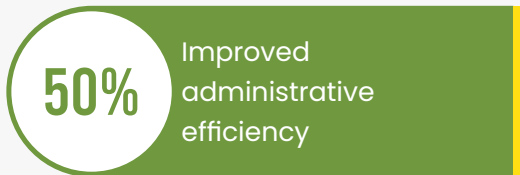
V-Soft Consulting brought its deep experience in higher education solutions to the table, ensuring that the solution delivered was customized to meet the university's unique needs. Key elements of the solution included:

- An integrated Salesforce Education Cloud platform for student data management at the department and campus levels.
- Integration of Salesforce with other systems enabled secure and seamless data exchange between Salesforce and other platforms, reducing manual efforts.
- Custom Salesforce dashboards were created to provide immediate access to student performance metrics in real-time.
- Streamlined administrative and support processes for faster communication and response times to students.
- Implemented customized Salesforce tools to effectively monitor alumni engagement and manage fundraising campaigns.



RESULTS

The university now enjoys enhanced operational effectiveness, increased student engagement, and more active alumni and fundraising campaign management. Our Salesforce Education Cloud solution provided them a way to meet their objectives and future growth. This solution led to major outcomes.



Technologies Used

- Salesforce Education Cloud
- Salesforce CRM
- Custom Dashboards and Reports
- Automated Workflow Tools
- System Integration Tools