



salesforce



Managed Services – Salesforce CRM For Higher Education Industry

About Client

The client is a private for-profit college with its headquarters in Bloomington, Minnesota and multiple locations throughout the United States.

Overview

Prime has been a technology partner for company XYZ, and, among other things, spearheaded a Salesforce migration. The company is a private for-profit college with its headquarters in Bloomington, Minnesota and multiple locations throughout the United States. The company uses Salesforce and Marketing Cloud to interact with students, especially during the Admissions process. Salesforce is used to track the student's enrolment process, the current status of the student and what is needed to move the student forward towards admissions. All of this is done by keeping track of student's path towards completion of enrolment process. Also captured are a mix student interactions such as phone calls, emails and documents sent. The Marketing Cloud platform is used to provide automated marketing information.

For a better user experience, manageability and scalability, the Salesforce Lightning platform was utilized to provide online and offline chat, single/bulk SMS, automatic email responses and Configuring their Outlook with Salesforce for an ultimate user experience. This automation connected the staff to the individual students by capturing their needs and allowing them to interact with the students with proper follow-ups.

Prime's Salesforce and Marketing Cloud engineers were able to successfully enhance and provide an ultimate student experience by providing Outlook Email and Calendar integration with Salesforce. The integration increased staff productivity by enabling them to spend more time in the Salesforce application. Prime also provided custom SMS and Chat functionality embedded with their own routing rules. This automation and integration established a solid baseline upon which the company's processes can grow and scale in future.

Industry: Higher Education

Country: United States

Domain: Private for-profit college

Web based: Web Application

Frameworks & Technologies Used:

Salesforce Sales Cloud, Salesforce Marketing Cloud, Einstein Analytics, 3rd party integrations to Wyng, WP Forms, Apex, REST, SOAP API, Asynchronous Apex, Process Builder, Flows, Lightning Components, Lightning App Builder, VF Pages, VF Components and SOQL/SOSL.



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How PTG Helped

Prime's Salesforce and Marketing Cloud engineers were able to successfully configure Outlook Email and Calendar to integrate with Salesforce so that the staff could stay productive spending most of the time in the Salesforce application. Prime also provided custom SMS and Chat functionality with company's own routing rules and establish a solid baseline upon which customer's processes can grow and scale in future.

Frameworks & Technologies Used

Prime integrated several platforms including Salesforce Sales Cloud, Salesforce Marketing Cloud, Einstein Analytics, 3rd party integrations to Wyng, WP Forms and Appreciation Engine leveraging the Dell Boomi cloud-based integration platform and employing multiple technologies including Apex, REST, SOAP API, Asynchronous Apex, Process Builder, Flows, Lightning Components, Lightning App Builder, VF Pages, VF Components and SOQL/SOSL.

About Prime

Prime Technology Group is a global, technology services company where innovation is at the core of our business engagements. We develop cutting-edge solutions and carefully select the best Information Technology professionals locally and globally to become ambassadors of your business. This approach maximizes our ability to leverage our award winning team and their competencies. Prime is the conduit which bridges the immediate business solutions today to the technology advances of tomorrow. Our candid ability and forethought has enabled us to navigate seamlessly, bridging the appropriate technology solutions that outlast today's technology trends. Assigned team leaders identify poignant solutions and fuse the appropriate framework and infrastructure necessary for unlocking your capabilities.

Prime develops customizable frameworks, driven by our robust R & D, which become the cornerstone of our solution offerings. Our philosophy in flexibility allows us to leverage our award-winning resources and competencies to exceed our clients' expectations while improving their bottom line.

Founded in 1999, we have successfully helped hundreds of clients in Healthcare, Insurance, Life Sciences, Banking, Financial Services, and E-commerce. Our imprint has drastically impacted client growth; we are Prime Technology Group, where we are "Bringing Visions to Life."