

Salesforce for Recruitment

Most of the universities who have been using legacy CRM systems are challenged with having multiple systems to manage applications, prospective student list and communicating to them in a timely fashion. With reduced costs and budgets, Grad and Undergrad departments spend too much time on every prospective student resulting in reduced enrollment rates. If you are a grad or under grad department and want to increase your enrollments, Salesforce crm provides you one platform where prospective student pipeline, marketing communications and reports can be integrated as one solution enabling a 360 degree view of the student from recruitment to advancement and much beyond it.

Salesforce has been a big success with more than 800 colleges now for the following reasons.

1. Easy to use solution with point and click configuration for most of the needs.
2. One platform capable to handle the entire lifecycle of the students.
3. Minimal cost spent on infrastructure management leveraging cloud infrastructure.

Salesforce Features

- Prospective Student Pipeline Management
- Application Management
- Campaign Automation
- Reports
- Prospective Student Scoring
- Omni channel Student Experience
- 360 degree view of Students
- Capability to integrate with Student information systems
- RFI form integration
- Communication templates

Case study for Recruitment

Case Study - Large University – Recruitment and Prospective Student Data Management within Salesforce.com

Problem

A large university was challenged by student data in multiple systems, duplicated data and effective measurement of the Return on Investment of their marketing campaigns. They were using multiple Microsoft applications to manage prospective and registered students and the student information system was not integrated with their current marketing systems. It took them nearly a week to identify targeted prospects for their campaigns. Due to combinations of list data and data quality issues duplicate messages were frequently sent to the same students for a given campaign.

Solution

The Eigen X team worked closely with the client to develop a CRM strategy and identified the key processes which helped the recruitment team to reach the right prospective student at the right time. We customized Salesforce sales cloud to handle the recruitment process and the implementation was done within 6 to 8 weeks. Online RFI forms were integrated with salesforce and an automatic lead conversion solution was implemented to leverage automatic tasks and contact management capabilities. We also migrated the legacy applications which had the prospective student data to Salesforce. This solution leveraged out of the box functionality within the salesforce campaign module. This allows the university an easy way to generate targeted lists, improve the quality of the data, eliminate duplicates, track results and generate ROI reports to monitor campaign effectiveness.

Marketing automation included the integration of Salesforce with Constant Contact, web forms from student registration portal and Google Analytics.

Results

With this solution, the university will eliminate at least four days of effort currently required to create marketing campaigns to couple of hours to generate lists. They are now able to create high quality distribution lists and initiate a campaign in a single day. The results of each marketing effort can be continuously monitored to measure key ROI metrics and overall effectiveness of the campaign at level not previously possible.

Case Study - Private University Leading Business school Grad and Undergrad recruitment management within Salesforce.com

Problem

A leading Business school based In Boston was struggling with managing their recruitment pipeline for their undergrad and Grad schools. They were using legacy application management systems like Colleague and Banner for their student information system and were spending too much time to recruit prospective students. This resulted in duplicate communication and reduced enrollment rates for both of the departments. They were using common app for external applications and it took days to respond to student inquiries on applications.

Solution

We implemented Salesforce for both departments. Undergrad departments are now able to track all their marketing events from campus visits, high school visits using Salesforce marketing cloud solution. The entire application process was automated in Salesforce and the entire student pipeline was automated from the prospective student raising their hand to enrollment. We also created a data integration strategy which integrated their data warehouse, Banner and external lists with salesforce providing them the 360 degree view of the student.

We also implemented Salesforce for the Grad schools and migrated their legacy data from Hobson to Salesforce. We also implemented a touch point solution which helped to automatically score prospective students based on their engagements and helped recruit teams to reach out to the hot students at the right time quickly.

Results

The entire implementation was done within 6 months resulted in significant cost savings from infrastructure management and improved enrollment rates by 10% for both schools. They are now working on their digital transformation of integrating all the engagements of their students across all channels like social media, mobile and web in one system using marketing cloud.

Case Study - Private University Leading Business school Marketing Automation

Problem

A leading Business school based In Boston was struggling with managing their events and campaigns for both Undergrad and Grad schools. Undergrad school had challenges capturing the student attendee of the high school visits due to different systems using for event management and campaigns. Grad school had a lot of challenges in measuring their ROI on campaigns across all channels and issues building the student pipeline from their current undergrad student population.

Solution

We implemented marketing cloud for both Undergrad and Grad department . Using social studio Undergrad department were able to actively engage with the prospective students on all social media channels prior to the application process and actively forecast the recruitment pipeline. All events were like High school visits, campus tours were tracked in marketing cloud integrated with salesforce which provided much more capability to measure campaign ROI. They also leveraged predictive intelligent forms and landing pages on the website to provide content based on student interest which increased engagement on the student.

Grad school also went live with marketing cloud and used cloud pages feature to integrate their RFI forms and landing pages with Salesforce and Marketing cloud. They also experimented with mobile campaigns using SMS feature which helped them to increase engagement with the current registered students of the Undergrad school. We automated their entire drip campaign which was a sequence of emails, social media posts and sms messages over a span of 60 to 120 days using automation studio.

Results

Recruiter productivity had increased to 25% after the implementation of the marketing cloud due to prospective student scoring and engagement across all social media channels. They were able to measure Campaign ROI across all social media channels which was not possible before. Grad enrollment increased to 10% with better tracking of campaigns and a predictable student pipeline from the current undergrad schools.

Case Study - Private Christian College Marketing Automation

Problem

A Christian college based in Indiana had challenges measuring the effectiveness of their campaigns. They were spending too much time on the wrong prospective student resulting in reduced enrollment rates. They was no student scoring and all the prospective students were converted to contacts which was

causing wrong students followed up by the recruitment teams. They were spending too much time on creating and formatting print material for mail campaigns resulted in a lot of manual tasks and errors.

Solution

We implemented Pardot as the marketing automation solution for the College. Using Pardot website integration features, prospective students were scored based on different touch points resulting in the right student called at the right time. We also implemented a manual conversion solution which prevented the recruitment department from converting leads without entering the key fields like program of interest, GPA and high school information. This reduced unwanted wasted calls for critical information completeness of student information by the recruitment staff.

We also implemented communication templates automation with Congo solutions which resulted in automated mail merge templates created for mail campaigns. Drip campaigns were automated using Pardot automation solution which resulted in consistent emails sent at regular intervals and campaign ROI measured in Salesforce.

Results

With implementation of automated drip campaigns and marketing automation solutions, recruitment team increased their enrollments on right students by 15%. Marketing team productivity increased by 20% with more time saved on unwanted manual effort on campaigns.