How Walden University made the most of their SFCC–SFRA implementation and increased 100% self–service registration & achieved double–digit growth in the process.

> We first selected the platform, but we didn't know much going in, later what we learnt is, it is so important to have an *implementation partner* that truly can be your partner in every step of the way and that's what *Aspire team* has done for us

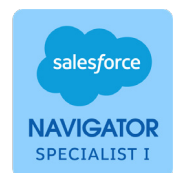**Wendy Lin,**
Sr. Director Product Management,
Walden University.

aspire SYSTEMS

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salesforce
NAVIGATOR
SPECIALIST I

B2C Commerce

About the Customer

Home to more than 50,000 students, Walden University is one of the largest online universities in Minneapolis, MN, US. With more than 100 online degree and certificate programmes, Walden welcomes students from all around the United States and from more than 115 countries to pursue an online certificate, bachelor's, master's, or doctoral degree. The Higher Learning Commission, hlcommission. org, has accredited Walden University.

Crafting a fit-for-future student operating model

As part of their continuous learning program, Walden University understood the need for their students to enrol in courses that kept their skills up to date and enable continuous learning. They wanted to offer this in the most convenient fashion, by allowing students to enrol online and choose the payment platform of their choice.

Their existing system required students to fill out their information to register themselves and wait for a phone call from an enrolment specialist who would then manually handle the admission process. While the university was able to log a good amount of traffic on their website, they recognized the opportunity to make the most of this traffic by allowing students to complete the process of registration for courses on their own online. This required an upgrade on their existing Salesforce commerce cloud implementation in terms of maximising features, enhancing the UX, and the necessary integration with multiple payment platforms.

Aspire Systems - a B2C Commerce Specialist offers best in class solutions for Walden University's SFRA Implementation

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> **I think the process really worked well and especially when it comes to the team trying to solve the issue that the business team has defined as its top priority and your team just worked really well. They incorporated with our daily process seamlessly and collaborated with our internal team to solve for those features, write the story and get them executed. Since mid-2020 I would say your team has delivered a significant amount of stories. The productivity is definitely up and that's really a showcase of how great the collaboration has been with your team!**
>
> **- Wendy Lin,**
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> **Sr. Director Product Management,**
> **Walden University.**
> **"**

As the collaboration between Aspire Systems and Salesforce Commerce Cloud began, we realized that they had made use of only 20-30% of the available Out of the Box features. Aspire saw the opportunity to maximise this and thereby bring in greater flexibility, extendibility, scalability and better extensions to their website. The team upgraded their existing SFCC implementation to SFRA and took advantage of the Page Designer feature to enhance their UX, thereby transforming their e-commerce site into an engaging and visually stunning experience.

Aspire Systems also found an agile and scalable integration solution that could systematize the student admission process and provide a 360-degree view of their constituents, as well as offer insights into their internal practices and operations. With full backend autonomy, the business unit can now manage online services, while providing students with an intuitive, superior user experience. Aspire systems also helped redesign the purchase experience to align with the new vision for their self-checkout admission process by integrating courses from other e-learning websites as well.

Tangible results creating opportunities for accelerated growth

With double the site traffic and leads since these enhancements, powered by a streamlined enrolment and admission process, Walden University now possesses a competitive advantage over other universities. Walden University offers students a range of payment options such as PayPal Checkout, PayPal Subscribe, and Free Purchase. Not only does it create a personalized e-learning experience and offer multiple payment gateways, but it also offers prospective students' information about their courses using SEO recommendations and enables the business units to grow sales and improve student engagement.

> **With the ecommerce site, the team was able to build our 100% self-service registration process and payment process. And that enabled us to reach an audience that we were probably not able to reach before. We have delivered double-digit growth since we have the site in 2020 and that is something that we are very proud of.**
>
> **- Wendy Lin,**
> **Sr. Director Product Management,**
> **Walden University.**

How Aspire Systems' e-commerce team helped Walden

- Helped with digital transformation by bringing in a new business model of 100% self-service enrolment.

- The existing UI/UX was enhanced and restructured to suit the e-learning domain, which resulted in increased student engagement allowing them to enrol whenever and however they saw fit.

- The ecommerce platform has empowered Walden University to expand its range of offerings while streamlining operational efficiencies with multiple payment options.

- Courses from different e-learning platforms were made accessible through Walden's website.

- Explored SFCC out-of-the-box features to the greatest extent possible.

Technology Snapshot
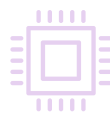
» Enhanced UI/UX and student experience by using **Page Designer** to redesign the home page.

» **Salesforce and Azure integration** to systematize the student admission process.

» SFCC experience enhanced by **Marketo and Salesforce integration.**

» **GTM integration** to track students' progress.

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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