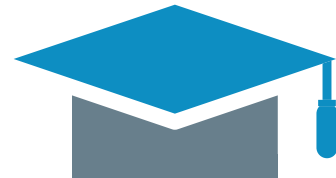# ENCORE FOCUS

RECRUITING AND ADMISSIONS: IMPROVING ENGAGEMENT AND EFFICIENCY WITH SALESFORCE AGENTFORCE

Higher education institutions juggle many demands in recruiting and admissions, such as answering applicant questions, managing schedules, resetting passwords, and guiding students through applications. A leading theological institution in the midwest sought to streamline these processes.

As a Salesforce Education Cloud customer, they partnered with Encore Focus to implement Agentforce with the goal of improving engagement, reducing manual work, and increasing efficiency.

Challenges

Like many higher education institutions, their recruitment and admissions teams faced common yet time-consuming challenges. They wanted to improve the applicant experience while freeing staff to focus on strategic initiatives. Their three biggest pain points were:

Scheduling Visits:

Applicants frequently inquired about campus visits and events, asking, "Any campus events coming up?" or "When can I visit?" Staff spent significant time relaying publicly available information and manually scheduling visits.

General FAQ:

Over 60% of inquiries were repetitive, such as "What are the language requirements?" or "Are there housing options?" Answering these questions pulled staff away from higher-value tasks.

Basic IT Tasks:

Applicants and students frequently required support for simple IT issues, most commonly password resets, which required manual intervention and verification.

Fielding these routine inquiries was time-intensive, leading to delayed responses and reduced engagement. Despite this information being publicly available, applicants often chose to contact the help desk instead of searching for answers themselves.

Solution

The institution partnered with Encore Focus to design and implement a custom Salesforce Agentforce solution tailored to their recruiting and admissions process. Agentforce agents can independently retrieve data, reason through tasks, and execute actions without human intervention while adhering to customizable guardrails.

This recruiting and admissions agent was integrated into their public website, seamlessly connecting with their Salesforce Education Cloud instance. Here's how the agent addressed key challenges:

Scheduling Visits: The agent interacts with applicants interested in visiting campus, asks for preferred dates, and either presents the closest available scheduled visits or, if necessary, allows them to submit a custom visit request. Custom visits are only offered when no suitable pre-scheduled options exist, ensuring efficiency. The agent references Knowledge Articles and other sources to account for holidays and blackout periods (e.g., finals week) when visits aren't feasible.

General FAQ: For common inquiries, the agent leverages Salesforce Knowledge. If the agent cannot answer a question, it can create Cases or update existing ones. Additionally, the agent can verify identity and provide status updates on existing Cases without escalating to staff.

Basic IT Tasks: The agent supports secure password resets via a two-step OTP process, eliminating the need for staff intervention.

Agentforce Implementation Highlights:

We collaborated closely with their team, asking targeted questions to refine and align the agent's capabilities with their needs. This was a four-week implementation, from kick-off and scheduling to deployment in production. Our implementation leveraged:

Education Cloud → Prompt Templates, Flows, Apex → Salesforce Knowledge → 2,500 words of context, instructions, and logic spread across Topics and Agent Actions.

Results

Deploying our custom Agentforce recruiting and admissions agent has freed up staff to focus on strategic initiatives while improving the applicant experience.

Time Savings:

The agent efficiently handles scheduling, FAQs, and IT tasks in a conversational way, reducing routine FAQ-related workload by over 50%.

Increased Reach:

Applicants receive fast, conversational answers to questions about visits, programs, and IT issues even outside regular office hours.

Staff Bandwidth:

With 25% fewer tickets created, recruiting and admissions staff can now focus on personal engagement and strategic priorities.

Client Testimonial

The Chief Information Officer (CIO) of this higher education institution shared:

They were an absolute pleasure to work with, with a good balance of meetings vs. independent development time. They asked the right questions at the right times without bogging down our team or theirs with excessive meetings... I look forward to our Recruiting and Admissions folks saving hours answering questions that the agent can handle easily. Would absolutely engage them for future Agentforce needs.

★★★★★ (5.0)
Salesforce Partner App Exchange
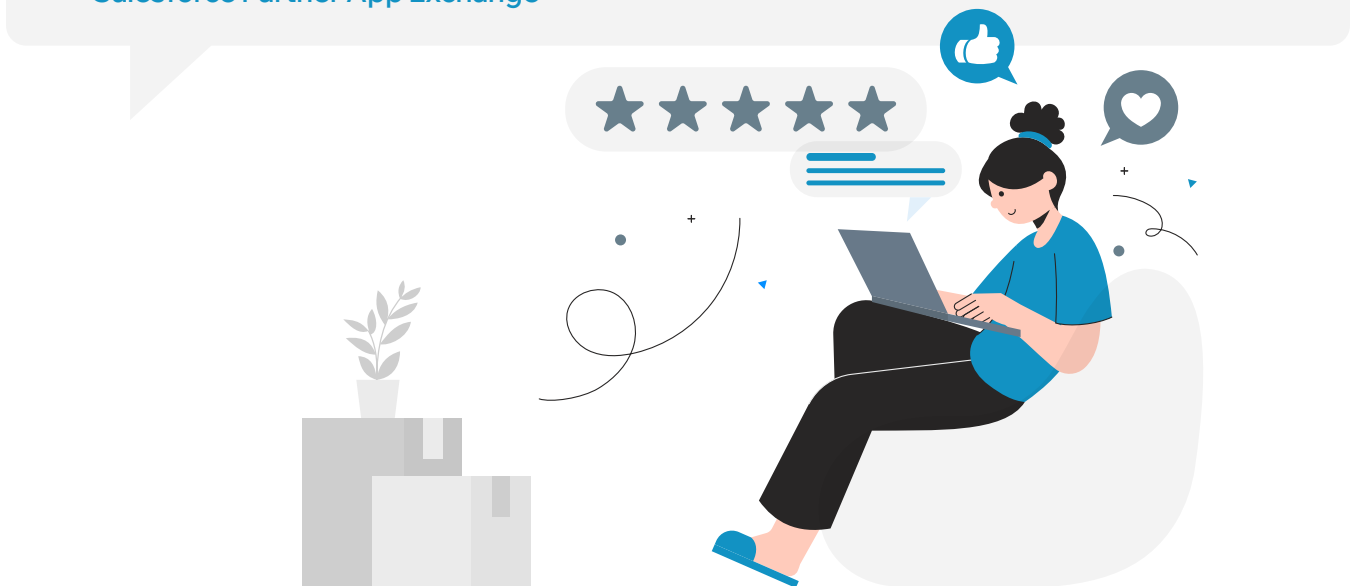
Conclusion

Through its partnership with Encore Focus, this higher education institution has streamlined recruiting and admissions, cutting routine inquiries and administrative workload. By leveraging Salesforce Agentforce, they have improved applicant engagement, increased operational efficiency, and freed up staff to focus on strategic, high-value interactions.

This case study highlights the power of responsible AI in higher education. By solving key challenges—scheduling visits, answering FAQs, and resolving IT issues—Agentforce has improved the experience for prospective students.

Ready to Level Up Recruiting & Admissions?

If you want to improve your applicant experience, boost engagement, and free up your staff for strategic initiatives, let's talk about how Salesforce Agentforce can transform your institution.

Book a Call

Contact us to schedule a consultation and see how we can help you improve recruiting and admissions.