

Rivet School

Admissions, partner ops, and data craft — a requirement at a time.

Industry: Higher Ed Nonprofit

Region: United States

Engagement: Managed Services

Headline results

CSAT SCORE

4.3

Recommend-grade score

REQUIREMENTS

17+

Numbered reqs #13-#29

PROD DEPLOYS

12+

Sandbox→UAT→prod

BOUNCE-SAFE FLOWS

6

Resilient email automation

The need

Rivet School supports adult students earning an Associate's degree through a partner-employer model — admissions cycles, Bridge applicant pipelines, tuition reimbursement flows, and cohort retention tracking all live in Salesforce. They needed a partner who could land discrete requirements on a recurring cadence: dev in sandbox, client UAT, approval, prod deployment, every cycle.

What we delivered

- Admissions automation: scheduled admission deadline emails, Intent to Enroll reminders, partner campaign emails with multi-contact recipients.
- Bridge drip campaign: Salesmsg SMS webhook testing, Parent/Guardian CC handling, scheduled flows live in production.
- Data craft: Year N Enrollment Status backfill, Fellow Cohort Retention Tracker, batch Apex deployed and executed in prod.
- Resilient email infrastructure: bounced email handling across six employer admission deadline flows, with notification to partnerships team.

CUSTOMER QUOTE — AUTHORIZED FOR PUBLICATION ON APPEXCHANGE

"Our consultants do a great job understanding requirements before diving in. They ask the right questions upfront and keep us well-informed throughout, including timely updates, risk flags, and proof of concepts."

Chriseah Datu, Salesforce Admin, Rivet School · Survey completed 6/16/2026

How the partnership runs

Numbered requirements. Sandbox → UAT → production. Repeat.

Admissions email automation

Scheduled deadline reminders, Intent to Enroll follow-ups, partner campaign emails with Primary/Secondary/Tertiary contacts handled in a single TO field.

Bridge applicant lifecycle

Drip campaign flows with SMS webhook testing (Salesmsg), Parent/Guardian CC handling, and reminder cadence for incomplete applications.

Data engineering & cleanup

Year N Enrollment Status field backfill via batch Apex. Fellow Cohort Retention Tracker rebuilt to reflect AA Graduate retention semantics.

Custom fields & operations

Term Record, PowerBI integration fields, Transcript Evaluation timing fields with stage-order validation, and Account Owner surfacing on Contact.

FEATURED ENGAGEMENT — BOUNCED EMAIL RESILIENCE

One bad recipient shouldn't break six deadline-reminder flows.

Rivet's six Employer Admission Deadline Reminder flows needed to keep running cleanly even when individual recipient addresses bounced. We updated all six flows to gracefully skip bounced contacts while continuing to send to valid recipients, with structured notifications going to partnerships@rivetschool.org. Resilient automation, no manual babysitting on send day.

WHY RIVET SCHOOL STAYS WITH TGWS

- Discovery before development. We understand requirements first, ship second — no surprises in UAT.
- Structured cadence. Sandbox → UAT → approval → prod. Every requirement, every time.
- Resilient automation. Email flows, batch jobs, custom fields built to survive real-world data and edge cases.