It's All About Me

How to Deliver the Personalized Experience Students Expect

Modern students are more connected and more empowered than ever before. They arrive on campus – either physically or virtually – with high expectations. And as student expectations continue to rise, so does the pressure for colleges and universities to deliver the personalized, seamless experiences demanded by modern students. Building relationships and keeping your students engaged across channels and devices are important steps to improve student satisfaction. And this is important when students have more control over when, how, and where they interact with you.

The Grand Disconnect

Unfortunately, the reality many students are experiencing is a grand disconnect. Their interactions vary greatly from channel to channel and department to department. Students expect seamless recognition at every touch point, and when they experience something different, they become frustrated. And this leads to reduced student satisfaction, attrition, and loss of revenue.

It's clear that the risks of not delivering a modern student experience are high. But how do you deliver what modern students expect? Let's explore three paradigms to consider and adopt.

» Omni-Channel Engagement
» Contextual Experience
» Net Promoter Score

Manage Student Relationships Across Channels and Devices

Leading colleges and universities focus on providing a seamless experience across all available channels, activities, and devices. And this approach, commonly referred to as "omni-channel," fulfills the students' needs for seamless interactions across all areas of your campus. Gartner[1] estimates that by 2017, Chief Marketing Officers will spend more on technology than Chief Information Officers. And this spend is going towards technology that helps organizations keep tabs on their customer's online behavior.

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EDUCATION AND RESEARCH

"We have entered the "age of the customer," an era in which the only successful strategy is to become customer-obsessed and focus on understanding, connecting with, and serving customers."

MAKING THE BUSINESS CASE FOR DELIVERING CONTEXTUAL CUSTOMER EXPERIENCES
FORRESTER CONSULTING, NOVEMBER 2013

STUDENTS & SOCIAL MEDIA

• 68% of prospective students use social media to research colleges and universities

• 70% find it moderate or extremely influential

• 44% think college posts are relevant

SOURCE: UVERSITY

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By taking cues from your students' online behaviors, your institution can deliver the right content at the right time. This shows your students not only that you know who they are and what they need, but also prompts the students to take action and stay engaged. And we all know that engaged students are more likely to stay enrolled, stay on track, and complete the goals they set out to achieve.

Make Their Experience Relevant – Anytime, Anywhere

According to Forrester[2], companies that want to be successful in the age of the customer need to offer contextualized experiences – experiences that meet customer needs, feel personal, and deliver in the moment. The same is true for colleges and universities.

Competition for students is greater than ever before, and to compete, institutions must meet – and exceed – student expectations. By focusing on your prospective and current students and putting their experiences in context, your institution delivers a better student experience, resulting in higher satisfaction rates. And higher satisfaction rates translate into better retention and better outcomes.

Drive Your Students to Promote Your Institution

Every student has a goal, and as an institution, your job is to help them achieve it. But how you do that, and the experience your students have in their journey to reaching their goals, is important. It's no longer enough to move a student through the lifecycle – from prospect to applicant to matriculated student to graduate to alumni. You must also make sure that with every interaction, your students will give you a thumbs up, a like, or a five out of five stars rating. More than ever before, peers influence conversations and decisions more than your marketing activities. Therefore, it's critical that you deliver the experience your students expect so that they will advocate for your institution and raise your net promoter score.

A Comprehensive Approach to Delivering a Modern Student Experience

At Oracle, we believe that improving the student experience is a job for everyone on campus. And that shifting the focus of your faculty and staff from managing transactions to building student relationships will go a long way to delivering the seamless engagement students expect. It's not an easy task, but technology can help. And Oracle's solutions provide flexibility that enables institutions to start with the area of greatest need, and grow across campus in a way that aligns with your campus priorities.

BENEFITS OF PARTNERING WITH ORACLE

- Drive student engagement across all channels and devices using modern, industry-standard solutions
- Provide seamless engagement across offices, departments, and channels using modern social, marketing, and service tools
- Start with the area of greatest need and then scale across your entire campus to provide an integrated, omni-channel experience

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Contact: 1.800.ORACLE1

Sources:

1. *Making the Business Case for Delivering Contextual Customer Experiences,* Forrester Consulting, November 2013
2. *Digital CMOs, Digital Roles on the Rise as Marketing Transforms,* Jake Sorofman, Research Director, Gartner, April 2014

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