

RightNow for Higher Education

Strengthening Institutional Bonds

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Agenda

- RightNow Higher Education Update
- Solutions for Higher Education
- Improving the Constituent Experience
- Expanding/Unifying the Constituent Experience
- Minimizing Resource Impact
- Summary



Higher Education Update

- Over 100 Higher Education Clients
- Departments utilized
 - Admissions, Financial Aid, Registrar, Advising, Housing, Dining, Distance Learning, Continuing Ed, Colleges, Alumni, IT, HR, and more
- Solutions utilized
 - Sales-DeVry, University of West Florida (UWF), Edith Cowan University
 - Marketing-Ross School of Business, Fordham, Drexel, UWF
 - Service-Too many to mention
- Integrations
 - SCT (Completed-Fordham)
 - PeopleSoft
 - Datatel
 - Telephony (Fordham and University Cooperative Advising Network of Kentucky (UCAN))
 - Others
 - o eCommerce (UWF), LDAP (Bucknell and Drexel), Active Directory, Student ID Cards
- Services
 - Outsourced Administration
 - Process consulting
 - Marketing consulting
- 3 Territory Reps (+1 TBH)
- Dedicated marketing, pro services, resources, etc.
- Higher Education Advisory Board (Future)
- Higher Education Conference (Future)



Solutions for Higher Education

- **RightNow Service**
 - Knowledge Base (Internal and External)
 - Contact Center (Email, Phone, Chat, etc.)
 - Constituent History
 - Constituent Feedback
- **RightNow Marketing**
 - Campaign Management
 - Emails, Webforms, Web Pages
 - Segmentation/List Management
 - Event Management
- **RightNow Sales**
 - Prospective Student Management
 - Task Management
 - Enrollment Forecasting
 - Prospect Routing
- **Other Tools**
 - Voice Solutions
 - Surveys



Improving the Constituent Experience

- Context-Sensitive Delivery - University of Houston
- Role-Based Delivery - University of Miami
- Customization - University of Miami
- Branding and Marketing
 - “Ask”
 - “FAQ” stigmatism
 - University of Oklahoma, University of Miami
- Contact Points
 - All Channels–Fordham, Drexel, Columbia
 - Proactive Communication
 - o Outgoing same as incoming?
 - o Are you spamming?
- Portals
 - Constituent “Home”
 - Constituent Service to match services
- Lifecycle
 - Recognize solution
 - Recognize trends
 - Never stop being a prospect
- Faculty Involvement



Expanding and Unifying

- Integration of “Channels and Data”
 - Fordham “Super Screen”
 - Drexel
 - Miami-Dade Registration “Chat”
- Prospect-Student-Alumni
 - Single Point of Knowledge
 - o Internal and External
 - o Interfaces vs. Consolidation
 - NC State, University of Miami, University of Memphis
 - Resources and Politics
 - o Consistency
 - o Solutions
 - Sales, Service, and Marketing
 - LifeCycle
- Incoming and Outgoing Communication
 - Consolidated department communications
 - Consistent message
- Outside the Box
 - DeVry
 - UWF and NC State Faculty



Minimizing Resource Impact

- Resource Struggle
 - Most are part-time responsibility
 - NC State growing to full time
 - Team delivery
 - o University of Oklahoma
 - o University of Michigan
- Interfaces
 - Connected silos
 - Minimize resource responsibility
 - Some level of autonomous control
 - UCAN and University of Michigan
- Return vs. Resources
 - What can be achieved?
 - What can be minimized?
 - Reallocation?
 - DePaul PeopleSoft CRM
 - Outsourced Administration
 - o UCAN



Summary

- Delivery must be more than “here it is”
- Consistency across all channels
- Outgoing and incoming partnered
- Consistency across all stages of lifecycle
- Expansion equals consistency, not inconsistency
- Integration across all channels and data
- Expansion must be internal too
- Go “Outside the Box”
- Resource responsibility compared to growth
- Interfaces for autonomous control
- Value vs. resource impact



More Information

- RightNow Higher Education Roundtable
 - Tuesday, September 12th, 11:30-12:45
 - Great opportunity to share with Higher Education peers about current trends and challenges affecting your missions, operations, and technology strategies
 - It will feature an interactive roundtable discussion where you can bring up the issues that concern you most and find out how RightNow can help

