

## From Touchpoints to Journeys:

Redefined Engagement for a  
Premier Business School

### Overview:

We partnered with a premier global business school to modernize its student, alums, and admissions portals using Salesforce CRM. The initiative aimed to centralize data, automate processes, and enhance engagement across the student lifecycle.

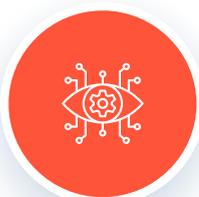
**Fragmented legacy systems**  
hindered data integration.



**Manual processes**  
led to inefficiencies.



**Pain points**



**Limited visibility**  
into student and alums  
interactions.



Challenges in **personalized communication** and engagement.

## Solutions:

Implemented Salesforce Sales Cloud and Experience Cloud to create unified portals for students, alumni, and admissions.

Developed Lightning Web Components (LWC) for enhanced user interfaces

Integrated predictive analytics for lead nurturing and conversion tracking.

Automated grant and donation management processes.

Established real-time faculty allocation systems to optimize resource utilization.

## Benefits:



**15% reduction** in manual processes, leading to increased operational efficiency.



**20% improvement** in applicant conversion rates through enhanced lead nurturing.



**30% growth** in alumni donations via personalized engagement strategies.



### Real-time faculty allocation

improved resource management and productivity.



**Data-driven insights** facilitated proactive decision-making across departments.