



Aspect Understands Student Engagement and Retention Challenges

Higher education is in a state of transformation – driving a need for universities and colleges to evolve into connected campuses. Students expect their university to leverage social, mobile, and cloud technologies. Because their journey is dynamic and continuous, your students expect a seamless and personalized experience. The more your students are engaged the more likely they are to remain and matriculate.

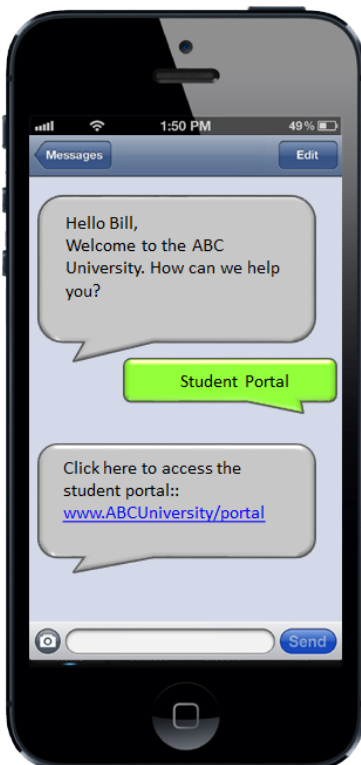
- Only 54% of four-year private and 66% of four-year public universities improved their student retention goals from the first to second year.
- Only 36% of four-year private schools, and 53% of four-year public universities improved their degree completion goals.

Aspect's Self-Service Applications Improve the Student Experience

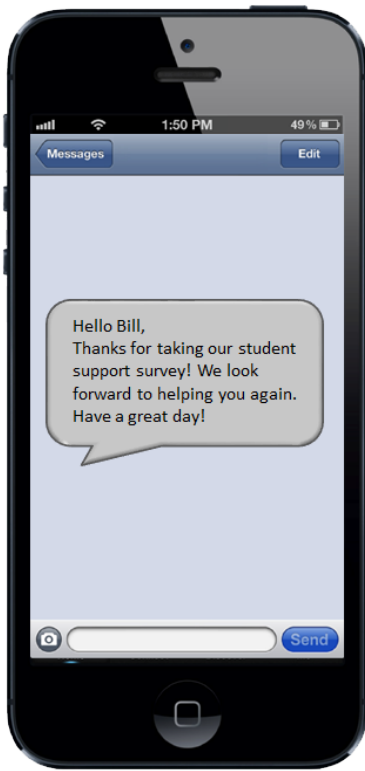
Students can access the student portal for class schedules, student resources, and campus activities.

For a more hands-on experience, students can contact a university representative directly with the click of a button using chat or voice.

Using SMS and email universities can establish an automatic contact system to notify students about their educational progress, university activities and programs, study resources, and student meetings.



Satisfaction surveys help students rate their journey, so universities can continuously improve the student experience.



Through social media, students can share information about upcoming activities, university programs, and their overall student experience.



The National Center for Education Statistics noted that nationally, slightly over 1.5 million first-time, full-time, degree-seeking students began their undergraduate careers at four-year colleges and universities in the fall of 2008. However, only four in ten (39 percent) actually achieved their goal of earning a bachelor's degree within four years.

Learn more about how Aspect's integrated educational engagement platform can keep the lines of communication open.

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About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit www.aspect.com.

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