



# Improve Student Engagement, Retention and Campus Life

Interact with the millennial student with the self-service and mobility options that they want and use every day.

Higher education institutions must navigate numerous engagement points across the student journey, from recruitment, enrollment, and orientation to graduation. Students are not passive consumers – they want instant turn around, the ability to help themselves, and mobile access to information, whenever and however through SMS, Facebook Messenger, email, chat and voice.

Aspect's solutions help universities and colleges deliver outstanding services and support to their students so they have the information and guidance needed to make the important decisions that lie before them. Truly engage students in meaningful, productive dialogs via their channel of choice so you are right there with them, every step of their journey.

## Recruitment – Reach Students via their Preferred Communications Medium

Recruitment is the key to success and sustainability for higher education institutions, and technology plays a vital role in the recruitment efforts of colleges and universities. Campus tours, mass

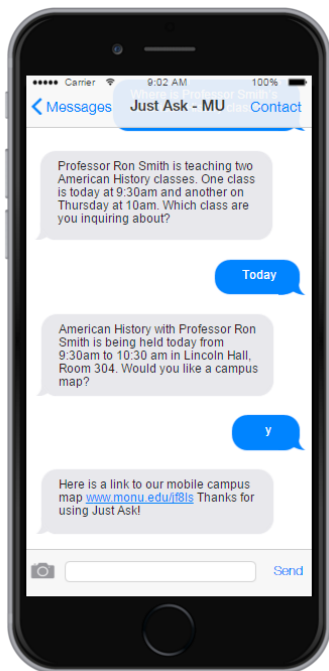
communication campaigns, high school visits, and summer camps are still key recruitment initiatives for schools, but their success is dependent on reaching the right audience through the right channels. While websites are important, prospective students want their interactions with a college or university to resemble their everyday interactions. Twitter, Facebook, and SMS are familiar platforms for prospective students to interact with each other and access information about a college and its offerings. Institutions can extend their reach through mobile and self-service solutions by providing virtual campus tours where students can ask questions, and interact with existing students and faculty in real-time through chat, and SMS.



## Student Engagement –Simple, Fast, Relevant and Personal

Each student has their own journey and unique preferences when it comes to interacting with their school. Mobile and disposable apps make it easy for students to receive and access information about campus events and extracurricular activities, campus maps, and even locate their class through GPS applications.

But, just having access to information is not enough. Schools can be proactive by providing students with time sensitive communications and alerts such as class schedule changes, dining hall hours, or school closures. Interactive Text Response (ITR) creates a two way, consistent conversation from SMS or social allowing students to reply back and find out more without the need for live assistance.

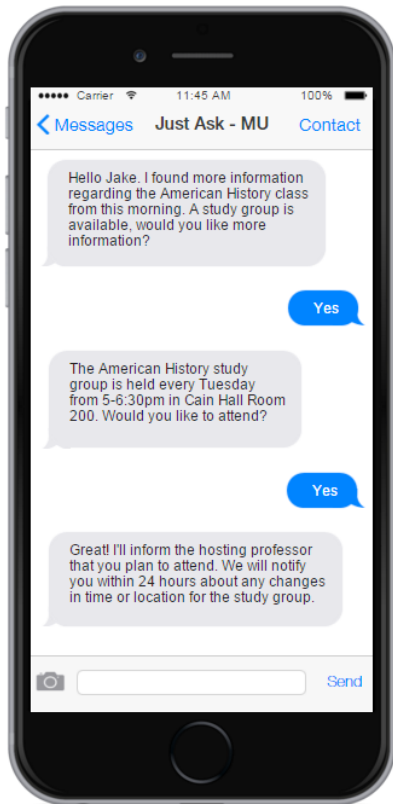


## Student Retention – Informed Students are Happy Students

Enhancing student engagement programs is critical to improving retention rates and keeping students invested in campus life. Mobile apps and self-service solutions create secure, cloud based portals that enable students to interact with college staff through digital channels (such as SMS or chat), schedule study groups, or access real-time information about their grades, curriculum changes, degree requirements, and more—thus creating a mobile campus. SMS can be used to inform students about supplementary learning programs, such as tutoring sessions or study groups based on their class schedule; and Twitter and Facebook posts encourage peer-to-peer engagement and participation in campus events.

## Create a Dynamic Student Journey

Building relationships and trust among your student body begins with easy, transparent access to information, personalized conversations and proactively reaching out to them when a little assistance can make a big difference. Aspect student engagement solutions can help sustain



strong engagement all along the student journey, and help higher education institutions embrace the digital channel ecosystem for student self-service.

Rely on the technologies that your students rely on – mobile apps, SMS, Facebook, texting – to guide them to a happy, successful, memorable college experience. Rely on Aspect.

## Key Takeaways

- Improve engagement by making use of popular, widespread social channels and platforms (SMS, Facebook Messenger, Twitter) that are already familiar to students.
- Turn SMS notifications into two-way interactions so students can access information relevant to them wherever, and whenever they want.
- Use self-service applications and mobile apps to provide on-the-go students with a way to help themselves and access information while still being able to access live assistance when needed.
- Extend your reach and improve recruitment efforts through virtual campus tours and mobile-friendly, interactive learning kiosks.
- Keep students engaged outside of the classroom and encourage them to get involved in social clubs, sports, and volunteer organizations through SMS, Facebook, and Twitter.

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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](http://www.aspect.com).

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