



HOW GENESYS TECHNOLOGY OPTIMISES ALL STAGES OF THE UNIVERSITY LIFECYCLE

1. DISCOVER
Predictive Engagement (PE) converts prospective students into students.



2. EVALUATE
Combining PE-captured data with Cloud dialer boosts campaigns and open day attendances.

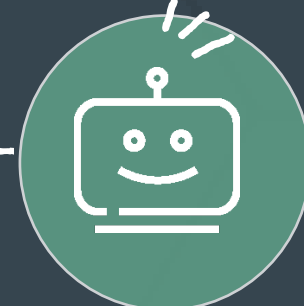


STUDENT JOURNEY
3. APPLY
Genesys Cloud makes it easier to onboard extra staff for clearing.



CRM and databases integration reduces admin and service time.

4. ENROL
Self-Service and bots smooth call and webchat spikes.



Expert staff are released for more complex inquiries.

5. ENJOY
Genesys Cloud optimises on-campus experience.



6. GRADUATE
Genesys Cloud reduces student anxiety and stress.



7. ADVOCATE
Genesys Cloud helps build a flourishing ambassador network.



EMPLOYEE JOURNEY
Predictive Routing routes students to skilled course advisors without prompting.



AI-powered tools ensure the right advisor, student ambassador and staff member are always in place.



WhatsApp, Facebook and Twitter managed within a single view.



Speedy exam results through the student's channel of choice.



More ways to nurture relationships with past students.

