



CPaaS for Higher Ed

Text "Info" to 47337



CPaaS: Omni-Channel Communications What, How & the Why!



What is CPaaS

Communication Platform as a Service

- ✓ CPaaS is a cloud-based communications solution that combines voice, SMS, chat, social media, Artificial Intelligence and other cloud communications channels into one platform, creating unforgettable omni-channel interactions, meeting your students where they are on the channels they prefer.
- ✓ CPaaS is disrupting the traditional communications market by providing a solution that can be customized to specific higher education needs by embedding communications into applications and workflows.
- ✓ CPaaS gives institutions greater levels of customization from prebuilt applications to application-based programming interfaces (APIs). In short-CPaaS enables your organizations applications to communicate.





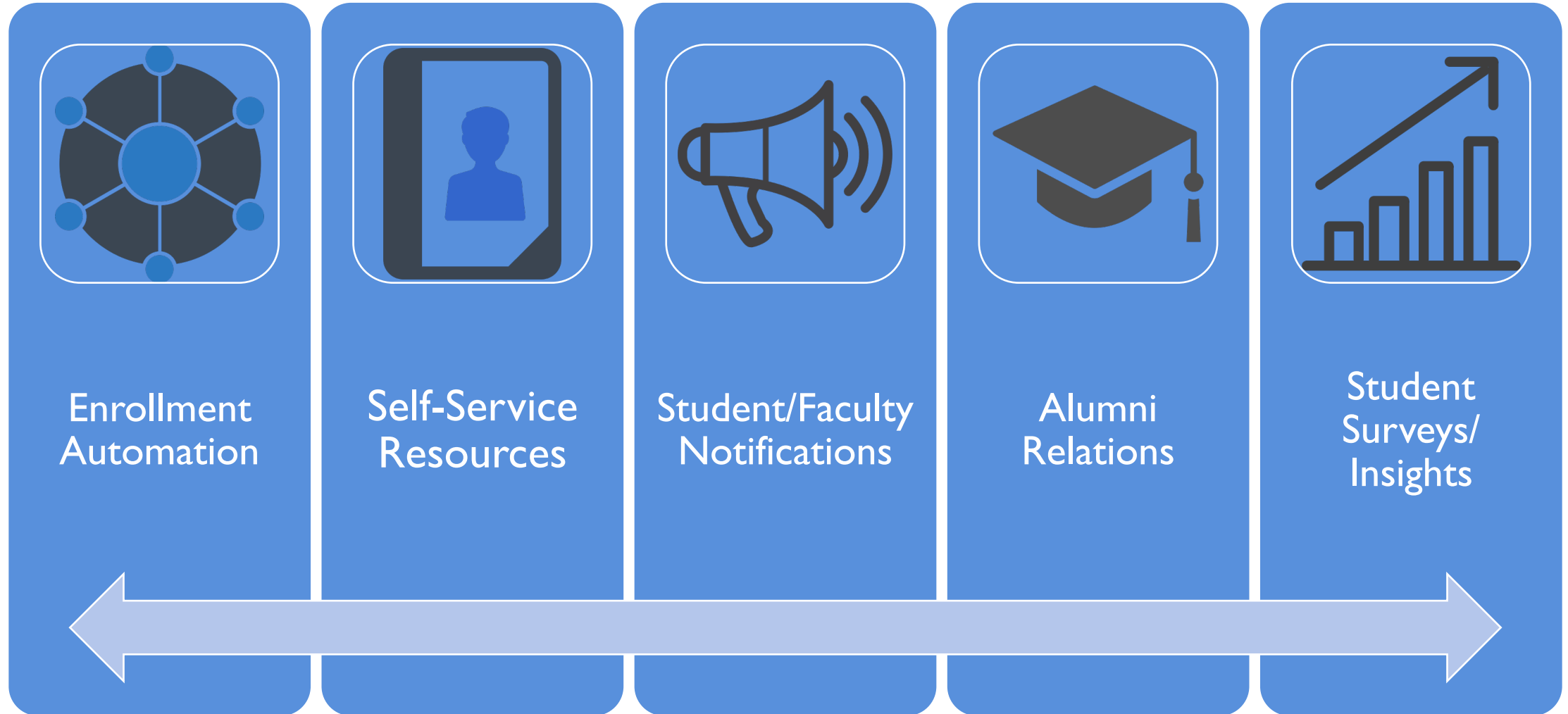
Why CPaaS

Personalized Communication

- ✓ The new generation is on mobile- they are on chat- they are on social media- WhatsApp- in order to bring these channels together and make them available you need a robust CpaaS platform to do that.
- ✓ Omni Channel delivers a consistent user experience approach, creating fluidity making available multiple channels, allowing the user to change the channel during the interaction as well- start as an SMS interaction, change to voice or any other combination- and multi channel simply makes channels available in a single threaded or separated channels.
- ✓ Higher education institutions utilize email, voice, SMS, and so on to communicate with students. That's multi-channel.
 - Omni-channel increases the power and reach of each of those channels by layering them together in one seamless platform for a stronger, more user experience focused and more cohesive communications strategy.



Omni-Channel Meets Higher Ed Needs





Omnichannel Communication

How Can it Help Meet Your Challenges

- ✔ Omni-Channel Communications delivered by a CPaaS platform can help right now, with application workflow automation, self serve capabilities and student, alumni and faculty notifications.
- ✔ Meet and communicate with prospective students on the channels they prefer- SMS, Social, WhatsApp, Chatbots using conversational AI.
- ✔ It is all about modernizing the way we communicate and transforming how we interact with our audience, how they prefer.
- ✔ Workflow Automation- streamlining and personalizing student enrollment and the application process, after call surveys- follow up appointments set- posting data to CRM's databases- updates, adds, changes based on what's going on within application or during conversations.
- ✔ Its all about a consistent journey for each student and collecting the most accurate data possible to ensure a smooth journey and positive student experience.



Omnichannel Communication

Enrollment Management

Effective communication with prospective students should involve many channels of communication, both digital and traditional.

How do you successfully manage all aspects of communication with students around the world with varied access to social media platforms and traditional communication methods?

- ✓ Utilizing omnichannel communications is the solution. Omnichannel communication allows you to focus on personalized experience, reaching and serving individual students. Focusing on the way students prefer to engage leads to improved enrollment yield.



Low/no
code

Whether you are a coding master or have no experience, our platform is for everyone.



Omni-channel
automation

Omni-channel communications integrated seamlessly into your customer experience and business workflows.



Actionable
insights

We provide full visibility into your communications data with built-in on-demand analytics, so you don't have to bring your own.



Ready to use
AI

Use AI to deliver more personalized experiences, guarantee happy customers, and increase agent performance.



CPaaS Platform

Benefits

- ✔ Omnichannel platforms enable universities to market one-on-one to each prospective student.
- ✔ The platform offers real-time analysis for every phase of the student journey. From university and program selection to alumni-status.
- ✔ It allows universities to manage the enrollment funnel from prospects, from inquiries, to applicants, to admits, deposited, and finally enrolled one student at a time, with personalized approach.



On-prem,
cloud, and
hybrid



Enterprise
security



Quick to
deploy



Global
reach



CPaaS Platform

Benefits

- ✓ Student focused solutions
 - CPaaS allows you to identify the best ways to engage with prospective students, utilizing a mix of digital and traditional communication channels. Potential students have varying preferences for methods of communication, and in some cases are restricted to certain ones based on home country. Focusing on the right mix of modalities and training staff on how to use them can be incredibly effective in increasing students' enrollment yield.
- ✓ Targeted communication campaigns to improve yield
 - Design communication flows based on prospective students' home country and ideal communication method utilizing the appropriate messaging mix to deliver the highest enrollment yield.



CPaaS Platform

Benefits

- ✓ Results driven communication
 - Utilize data from Insight to measure effectiveness of engagement campaigns and identify the best communication channels.
- ✓ Support increased contact rates during admissions cycles.
 - Omnichannel supports recruitment staff and admissions offices during high volume seasons, when activities may triple in numbers. Carefully designed digital touchpoints serve potential students more effectively.

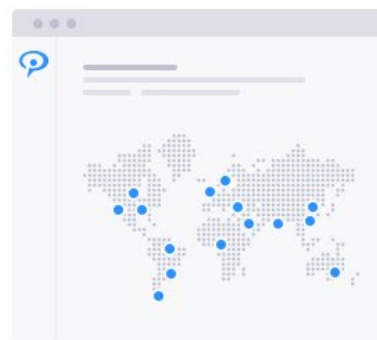
THINK GLOBAL

IntelPeer's international reach

Countries

200+

Voice and SMS connectivity for wherever in the world your customers take you.



Mobile carriers

800+

Global interconnectivity with leading mobile providers.





CPaaS Platform

Benefits

- ✓ Providing Self-Serve Capabilities is another key application- allow students to reach out via their preferred communications method (SMS, WhatsApp, Facebook, Instagram, Twitter to name a few) and obtain Information, - provide answers to FAQ's etc...answers sitting in a database or on a page that can be easily called up via an API call (Applications Programmable Interface)
- ✓ Student and Faculty Notifications-alerts
- ✓ With a CPaaS or Omni-channel platform, higher education institutions can
 - begin future proofing their institutions
 - reducing costs-by automating processes and not having to buy pre-packaged off the shelf solutions that that lack flexibility and are very expensive at scale.

Institutions of higher education are faced with unique challenges such as enrollment management, emergency notifications, communications with international and study abroad students. CPaaS is the solution for current and future communication challenges.



CPaaS Applications

Other Benefits

Risk Management

- ✓ Crisis planning and preparedness
 1. On campus international students
 2. Domestic students & faculty abroad

Retention

- Real-time communication support to students and faculty
- Improved student service leading to greater retention

International Alumni Engagement

- ✓ Benefits of Alumni Engagement
 - Lifelong learners
 - Potential employers to students seeking internships abroad or to students returning to their home country
 - Potential donors
 - Omnichannel is key to annual giving through engagement.

Create the New Student Experience



Advanced features for stellar student interactions, no matter the channel



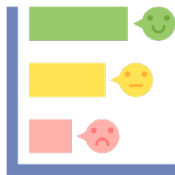
AI Bots



Intelligent Interaction Management



Social Channels



Integrated Sentiment Analysis



Interaction Reporting



Automated Notifications



Why CPaaS?

- ✓ Easy deployment: Implementing a CPaaS solution can save organizations time since deployment is quick and simple.
- ✓ Flexibility: you can implement a fully built out solution or create one that fits specific needs.
- ✓ Cost-savings: CPaaS solutions are typically cheaper since you pay for only what you need, and the solution is built in the cloud.
- ✓ HIGHLY Customizable. Specialized campaigns- specific to countries- more Personalized Messaging- greater Student experience- each journey is consistent for the individual student
- ✓ One to One Marketing and Messaging
- ✓ Real-time Analysis
- ✓ Deploying Omni-Channel Automation, AI and Analytics based on analyst research states that organizations can expect to see huge results- such as in increases in Satisfaction Rates of 104% reduced Operational Costs of 39% and increases in the Bottom Line- Revenues of 61%.



Why Omnichannel?

With an Omni-channel Platform you can deploy:

- ✓ **AI bots** – create self-service options/virtual attendant with voice, text, social media enabled chat bots, then escalate to a live agent as needed. Let your students or potential students take care of basic inquiries and your staff focus on more complex issues.
 - This also can be deployed to recognize multiple languages to address each caller properly.
- ✓ **Intelligent interaction management**– integration with third party systems, applications and CRM's.
 - Intelligently route interactions to the best resource based on natural language speech.
 - Prescriptive call routing based on characteristics / events within a students account.
 - Route all media types from a single interface providing students a consistent experience across channels.
 - Screen pop - automatically navigate to the student's account in the CRM reducing the amount of time required to begin assisting the student.
 - Context store - Enhance the student experience by storing the interactions across media types and allow callers to pickup where they left off on the new channel.



Why Omnichannel?

- ✓ **Social channels** – connect with your students on social media with our built-in integrations to popular channels such as Facebook, WhatsApp, Twitter, and Instagram.
- ✓ **Integrated sentiment analysis** – leverage built in sentiment analysis to across channels capture student feedback and respond accordingly.
- ✓ **Interaction reporting**- track interactions across all channels to make better decisions and improve student/faculty/alumni experience. Measure student experience with automated post interaction surveys and on-demand analytics
- ✓ **Automated notifications** - Provide automated student notifications via voice or SMS for appointments or based on student's account activity.



Thank You!