CampusNexus® Engage

CAMPUS MANAGEMENT℠

HIGHER EDUCATION'S CRM SYSTEM OF INTELLIGENCE

THE FUTURE IS HERE

Higher education plays a critical role in transforming lives and communities. Yet many institutions struggle to identify the right applicants and keep students on the path to success. From recruitment to career services, institutions need to respond more dynamically and collaboratively as student needs evolve. Now there is a higher education solution that goes beyond CRM to provide the actionable insight and engagement tools your institution needs to drive student and institutional success.

CAMPUSNEXUS ENGAGE

CampusNexus® Engage combines Campus Management's deep CRM solutions expertise with Microsoft's application and cloud infrastructure to deliver a system of intelligence for higher education. Built using Microsoft Dynamics, Azure, and Power BI, the solution integrates higher education workflows and best practices with the latest innovations in artificial intelligence, machine learning, and business analytics to improve student engagement, retention, and outcomes.

CAMPUSNEXUS ENGAGE - CRM SYSTEM OF INTELLIGENCE

With CampusNexus Engage, your institution gains insight across the student lifecycle to respond dynamically to constituent needs.

Drive Actions – Cultivate relationships through activities and action items based on a holistic view of each student.

Predict Outcomes – Focus on leading indicators and predictive workflows from recruiting through career services.

Respond Proactively – Automatically identify patterns of student behavior and respond earlier to potential issues.

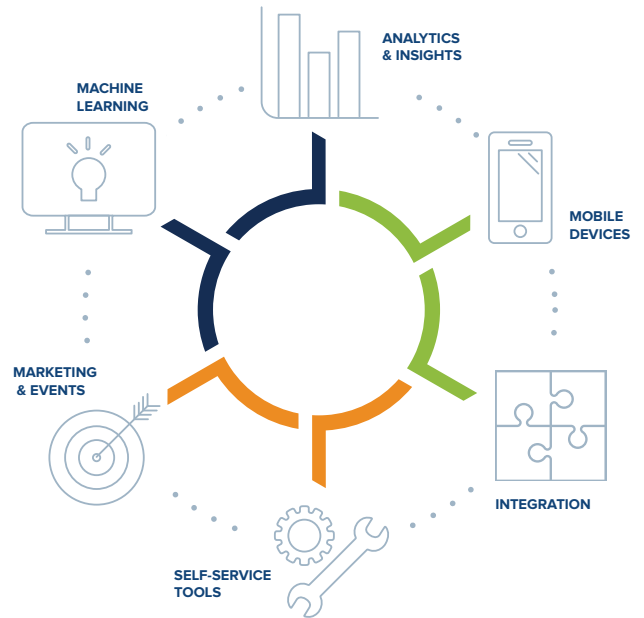**Empower Students –** Empower students with a personalized support team and self-service portal.

Optimize Marketing & Events – Create and automate marketing and event campaigns and workflows.

Go Enterprise – Deploy once and implement across departments and campuses.

Leverage Microsoft Products – Integrate other products into your student-focused initiatives and workflows, including Office 365, LinkedIn, and more.

Protect Your Institution's Brand – Capture, measure, and respond to social media sentiment and perceptions about your institution through social listening.
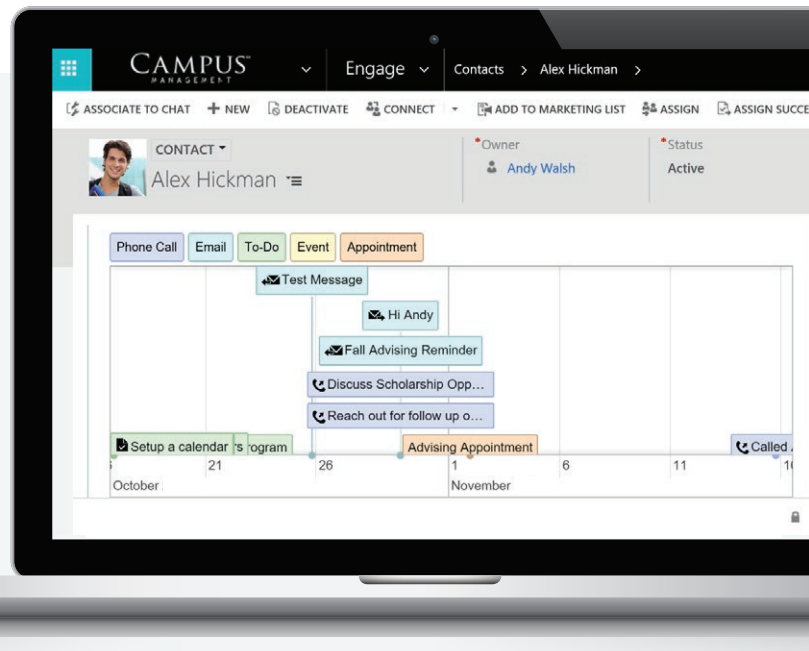
Improve Case Management – Automate case management creation and workflows and track student issues through resolution.

ANALYTICS & INSIGHTS

MACHINE LEARNING

MOBILE DEVICES

MARKETING & EVENTS

INTEGRATION

SELF-SERVICE TOOLS

GAIN A HOLISTIC VIEW OF THE STUDENT EXPERIENCE

All interactions with a constituent are displayed on their timeline.

• Easily filter to only view specific types of interactions. Quickly view all texts, phone calls, or appointments.

• See past and future appointments to facilitate discussion and planning

• Assess level of engagement by viewing event attendance

• Intervene as needed when you notice excessive inbound communications

CAMPUS MANAGEMENT

Microsoft Partner

2018 Partner of the Year Winner
Education Award

Microsoft

About Campus Management Corp.

Campus Management is a leading provider of cloud-based SIS, CRM, and ERP solutions and services that transform higher education institutions. Today, more than 1,100 institutions in over 30 countries partner with Campus Management to transform academic delivery, student success, and operational efficiency.

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