

## CampusLink eLead Express

CAMPUS<sup>SM</sup>  
MANAGEMENT



### Campus Management Solutions Group

The needs of higher education are diverse and evolve over time. Integration services from the Campus Management Solutions Group enable rapid implementation of your preferred third-party academic and administrative applications. Integration services also include CampusLink<sup>SM</sup> Application Programming Interfaces (APIs) for point solutions such as bookstore and merchant services. With years of integration experience, Campus Management ensures that added functionality works in concert with other systems to centralize data and improve services, workflows, and reporting across the campus.

### CampusLink eLead Express

With CampusLink eLead Express, your institution imports prospect information from third-party vendors and external applications such as Web forms and client Websites into the CampusVue<sup>®</sup> Student administrative system. The solution transmits prospect data into the student information system via multiple communication methods based on your business rules, such as lead routing and admissions representative assignment. eLead Express also allows you to statistically analyze the quality of leads for campaigns and recoup costs from vendors for leads and prospects that are duplicates or invalid.



# CampusLink eLead Express

## Lead Qualification

With eLead Express, you define the business rules to qualify leads from your source provider. Based on the raw duplicate check function you configure, a vendor record can be detected as a duplicate record. The record will not be imported to CampusVue Student and the vendor will be notified based on the communication method for importing the lead. You can take similar actions when required fields are missing or fields with values are designated invalid.

## Lead Import Retry

For unsuccessful imports, you can navigate within the dashboard to select records to retry as well as review and edit the raw lead record prior to retry. This eliminates the need for resubmission by the third party vendor and improves the timeline for the prospect lifecycle.

## Vendor Mapping

Vendor mapping eliminates the need to conform to formats provided by multiple vendors. The solution instead converts the third-party vendor's fields to the eLead Express format for import into CampusVue Student.

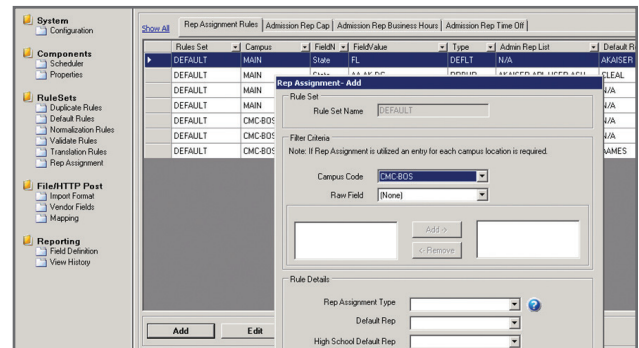
## eLead Express for Talisma CRM

eLead Express can also transmit contact records into Talisma CRM in near real time through HTTP Post. The solution enables vendor mapping of third-party vendor fields to Talisma properties as well as lead qualification.

## About Campus Management Corp.

More than 1,700 colleges, universities, foundations, and other organizations in 26 countries rely upon Campus Management Corp<sup>®</sup> for its enterprise software products and services. The CampusVue<sup>®</sup> Ecosystem is Campus Management's vision for a fully integrated, centralized administrative and academic platform that unifies services, educational delivery, administrative management and reporting for a range of public, private, and proprietary postsecondary institutions. The CampusVue Ecosystem includes the CampusVue Student administrative system and CampusVue Portal solution, as well as Talisma<sup>®</sup> Constituent Relationship Management (CRM) and fundraising software.

CampusVue Student and Talisma CRM are the leading choice of the largest U.S.-based proprietary and online colleges and prestigious traditional colleges and universities, serving millions of students, faculty, donors, and other constituents worldwide. Additional offerings include performance analytics software, financials, HR, and payroll solutions. With offices in the U.S., India, Brazil, and United Kingdom, Campus Management can provide its clients with a full range of consulting, implementation, support, training, and integration services. For more information, visit [www.campusmanagement.com](http://www.campusmanagement.com).



With eLead Express, you can establish assignment rules that route prospects to the appropriate representative.

## Lead Routing and Distribution

eLead Express includes built-in algorithms for lead routing and distribution. An administrator can assign a specific method by campus or lists item.

- Default representative per campus location
- Round-robin distribution by user-defined list, active staff members or office hours
- High school graduation assessment

## Integration Services Configuration Tool

You use the Integration Services Configuration Tool to set up your import strategy and perform updates to that strategy. Additionally, you can extract business rules using this tool as a backup or to migrate the import strategy and configuration to multiple environments without the need for reconfiguration.



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