# RADIUS
*by* Campus Management

## BI-DIRECTIONAL TEXT MESSAGING WITH MONGOOSE

CAMPUS℠
M A N A G E M E N T

**Key Benefits:**
- *Unlimited texting*
- *Opt-out management*
- *2-way native integration*
- *Unprecedented ease of use*

## ENHANCE STUDENT ENGAGEMENT WITH HIGHER EDUCATION'S PREMIER TEXT MESSAGING PLATFORM

With Radius by Campus Management combined with Mongoose, you can enable timely and relevant communications with students using their preferred communication medium. Our integration records all interactions seamlessly, so staff can focus their time on building relationships with students.

**Easy Integration.** You decide the contact records and fields to import and Mongoose adds the new or modified records every night. Cases and case messages update automatically, and all SMS conversations flow back into Radius.

**Text Templates.** Staff can jump into texting using templates for commonly used text messages. You'll save time and your messages will be efficient and focused.

**Voice Forwarding.** When students (or parents) call your texting number, the call is instantly forwarded to the appropriate staff member. You won't miss an opportunity to connect with interested students.

**Enterprise-Ready Solution.** Staff members shouldn't be limited to texting with students in their departments. Our text messaging solution allows for an unlimited number of departments, each with granular security and permissions.

We know that today's students — and many staff members — prefer text communication. Integrating Mongoose text messaging capabilities with Radius by Campus Management enables you to reach students and get responses quickly.

## REACH STUDENTS INSTANTLY

If you're sending a lot of emails and leaving dozens of voice messages without any response, you have no idea whether students are interested in your institution or not. Meanwhile, you're missing critical opportunities to connect with the students who are serious about planning to apply or enroll, but may need some extra encouragement to move forward in the process.

Radius by Campus Management combined with Mongoose creates a bi-directional text messaging platform that enables you to engage with students quickly. In fact, a well-designed text campaign could yield response rates of 50 percent or higher.

If students are still planning to follow through on applying or enrolling, they can let you know right away. And even if they've decided they're no longer considering your college, the ability to get this information quickly will help you to focus your efforts more on the students who have expressed interest.

### Easy to manage, easy to use

You won't need multiple phones to keep personal and professional communication separate. You will receive a virtual phone number in the area code of your institution so students perceive you are texting directly from a mobile phone. In reality, you will be sending and receiving messages from your tablet, laptop, or mobile phone app (both iOS and Android).

Mongoose's elegant and easy-to-use interface can be used to send individual or group texts, using built-in templates or custom messages. Group texts can also include personalized content for each student using mail merge fields. Messages can be sent ad hoc or scheduled for dispatch later. And, text messages with Mongoose do not restrict you to 160 characters. This means you can write naturally, without having to truncate words or use awkward abbreviations. Your messages will always be clear and professional.

### All your interactions in one place

Within the Mongoose Web application, you configure which contact records you'd like to bring from Radius by Campus Management, and specify the fields you want to import for each contact. After a full import of the data is run, a nightly process will bring any new or modified records over to ensure that Mongoose always has the most up-to-date information.

As text messages are sent and received, you'll see these interactions documented in Radius as cases and case messages. All details of these text communications are maintained, along with the rest of the communication history for each student. It's easy to see exactly what communication you have had with a student, and staff members will have all the context they need to address student questions and encourage their interest.

If students decide they don't wish to receive text messages, they can easily opt out. The bi-directional sync of opt-out preferences means you will only be sending text messages to students who want to receive them.

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## YOUR TRANSFORMATION PARTNER

Campus Management develops strong relationships with client institutions and provides exceptional services in support of its solutions, including:

- CampusNexus® Cloud options for cost-effective SaaS-based solutions
- Managed Services programs to augment your staff's skill-sets, provide technical assistance and disaster recovery, and protect your investment
- Implementation packages designed to meet your institution's goals, timelines, and budgets
- Project management services to facilitate communications across the organization and oversee the progress of your implementation
- Training and consulting to enhance your use of the products and extend your ROI
- Customer support with expanded hours to cover multiple time zones
- Self-paced, asynchronous classes on products and industry topics through the Campus Management Learning Center
- Networking and training at CampusInsight, Campus Management's Annual Users Conference

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### 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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