



# Student Success: **The Role of Digital in the Academic Institution**

17 September 2020  
EduSeries Webinars

Made possible by:



# Microsoft Education Transformation Framework



# 2 | Student Success

## **The impact of digital on their journey**



how can digital enable  
**student success**

**Student recruitment**

**Student retention**

**Student completion**

**Alumni engagement**

how can digital enable

**student success**

**Student recruitment**

get to know **Taelo**

TM

Taelo Makubelo

Person · Contact ▾

EC CRM Admin  
Owner ▾

Lead to Application Proc...  
Active for 27 days

Person Categorisation

Qualify Lead

Initial Engagement (2 Min)

Assign Lead

Make Contact With Lead

SummaryLead InformationMarketing DetailsInteraction TimelineAcademic HistoryApplicationsSupporting DocumentsInsightsEvents attendedAudit SummaryRelated

LEAD INFORMATION

Lead Rating

Hot

Lead Status

2. Contacted, In Consultation

Lead Source

Advertisement

Source Campaign

Social Media Brand Launch

Prospect Interested to Study?

Yes

ENQUIRY INFORMATION

Originating Enquiry Type

General Enquiry

Originating Enquiry School

Media & Design

Originating Enquiry Contact Preference

Email

QUALIFICATION INTEREST

Requirements Discussed

Yes

Faculty

Faculty of Arts & Design

Original Faculty Interest

Faculty of Arts & Design

Original School Interest

School of Media & Design

Original Qualification Interest

Higher Certificate in Graphic Web Design

Mode of Study

Contact Learning

Campus of Interest

Randburg

Intended Year of Study

2021

Intended Semester of Study

1

Ready to Apply?

No, Career Guidance

CONTACT ATTEMPTS

First Contact

Unsuccessful

Second Contact

Successful

STUDENT INFORMATION

Student Number

---

CAMPUS OF INTEREST

Main Contact

---

Phone Number

+27 86 115 4763

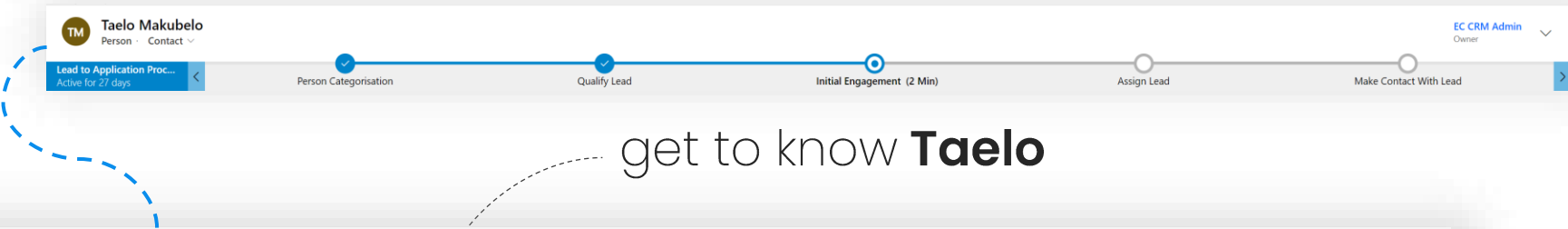
Alternative Phone Number

---

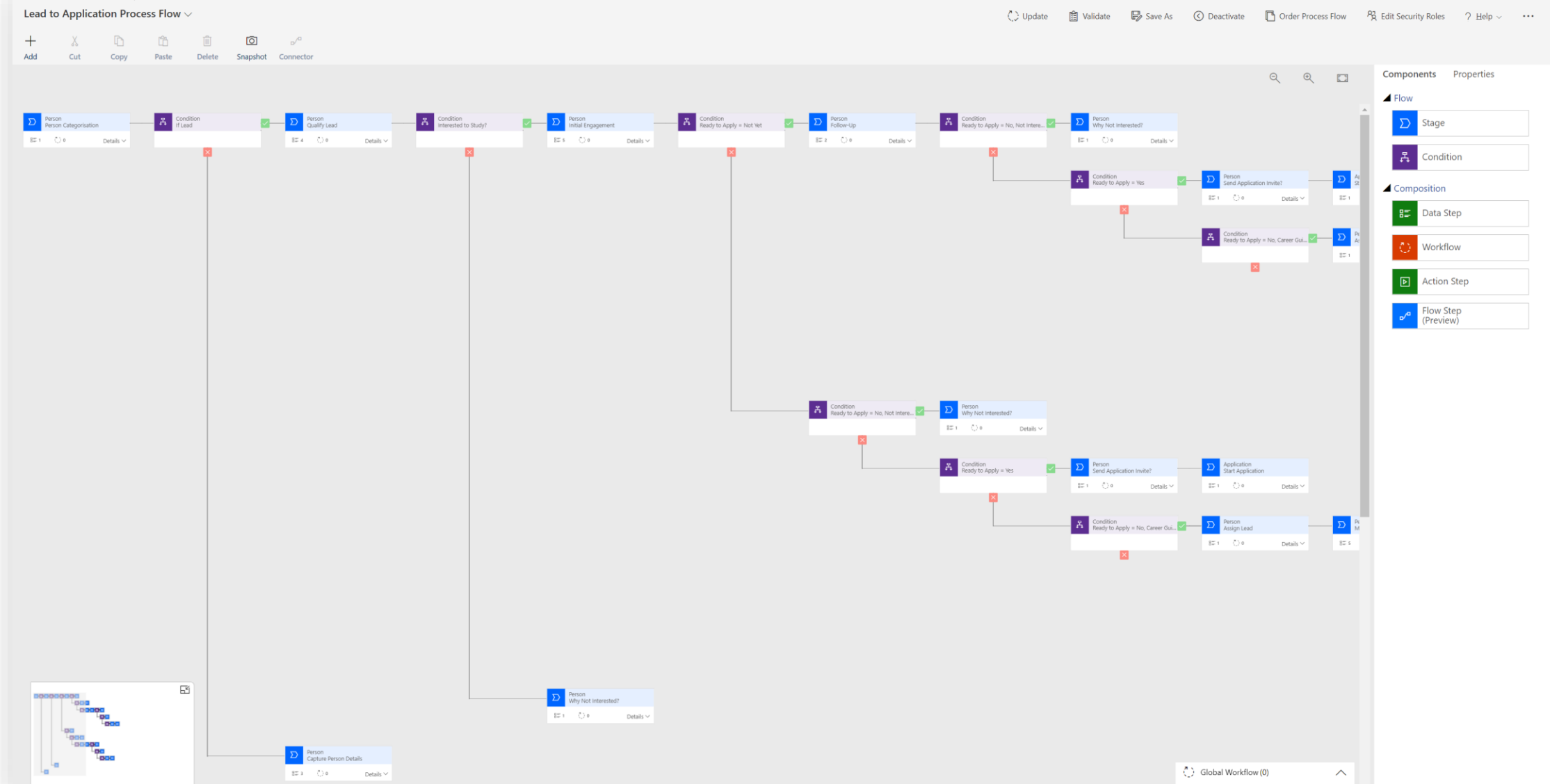
Email Address

info@lisof.co.za

how can digital enable  
**student success**  
Student recruitment



get to know **Taelo**



# how can digital enable **student success**

## Student recruitment

get to know **Taelo**

PROFILE

ACADEMIC HISTORY

**APPLICATIONS**

PASSWORD

GET ASSISTANCE

## UPDATE APPLICATION

Complete your application and select your preferences.

Do you know what you want to study?



Yes

Qualification type \*



Undergraduate



Postgraduate



Study Method \*



Contact



Distance

Qualification \*

Higher Certificate in Graphic Web Design



Faculty of \*

Faculty of Arts & Design



School of \*

School of Media & Design



Workload \*



Full-Time



Part-Time

Campus \*

Bellville



Start Year \*

2021



Semester \*

1



Course Requirements

mould your process  
around the journey  
you want **Taelo** to  
take

augment your  
application process  
with digital intake

how can digital enable  
**student success**  
Student recruitment

**UPDATE APPLICATION**  
Complete your application and select your preferences.

Do you know what you want to study?

☒ Yes

Qualification type \*

☒ Undergraduate ?

☐ Postgraduate ?

Study Method \*

☒ Contact

☐ Distance

Qualification \*

Higher Certificate in Graphic Web Design ▼

Faculty of \*

Faculty of Arts & Design ▼

School of \*

School of Media & Design ▼

Workload \*

☐ Full-Time

☒ Part-Time

Campus \*



get to know **Taelo**

mould your process  
around the journey  
you want **Taelo** to  
take

augment your  
application process  
with digital intake

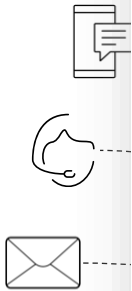
think mobile



how can digital enable  
**student success**

**Student recruitment**

get to know **Taelo**



Student Success Journey 1

Customer journey

Designer

General

Insights

Social insights

Related

Student Success Journey 1

Live

Name

Status reason

→ 25 0 0

Segment group  
Student Success Registrations

1

→ 25 0 0

Marketing email message  
Student Success 1 New template

0 0 0 0 0 0

→ 25 0

Scheduler  
wait until three days before

→ 25 0 0

Marketing email message  
3 days to go

0 0 0 0 0 0

→ 25 25

Scheduler  
On the day reminder

→ 0 0 0

Marketing email message  
On the day email

0 0 0 0 0 0

Completed

Mon 2020/09/07 10:00 AM

Journey started

Mon 2020/09/07 9:46 AM

Journey published

Sun 2020/09/06 1:39 PM

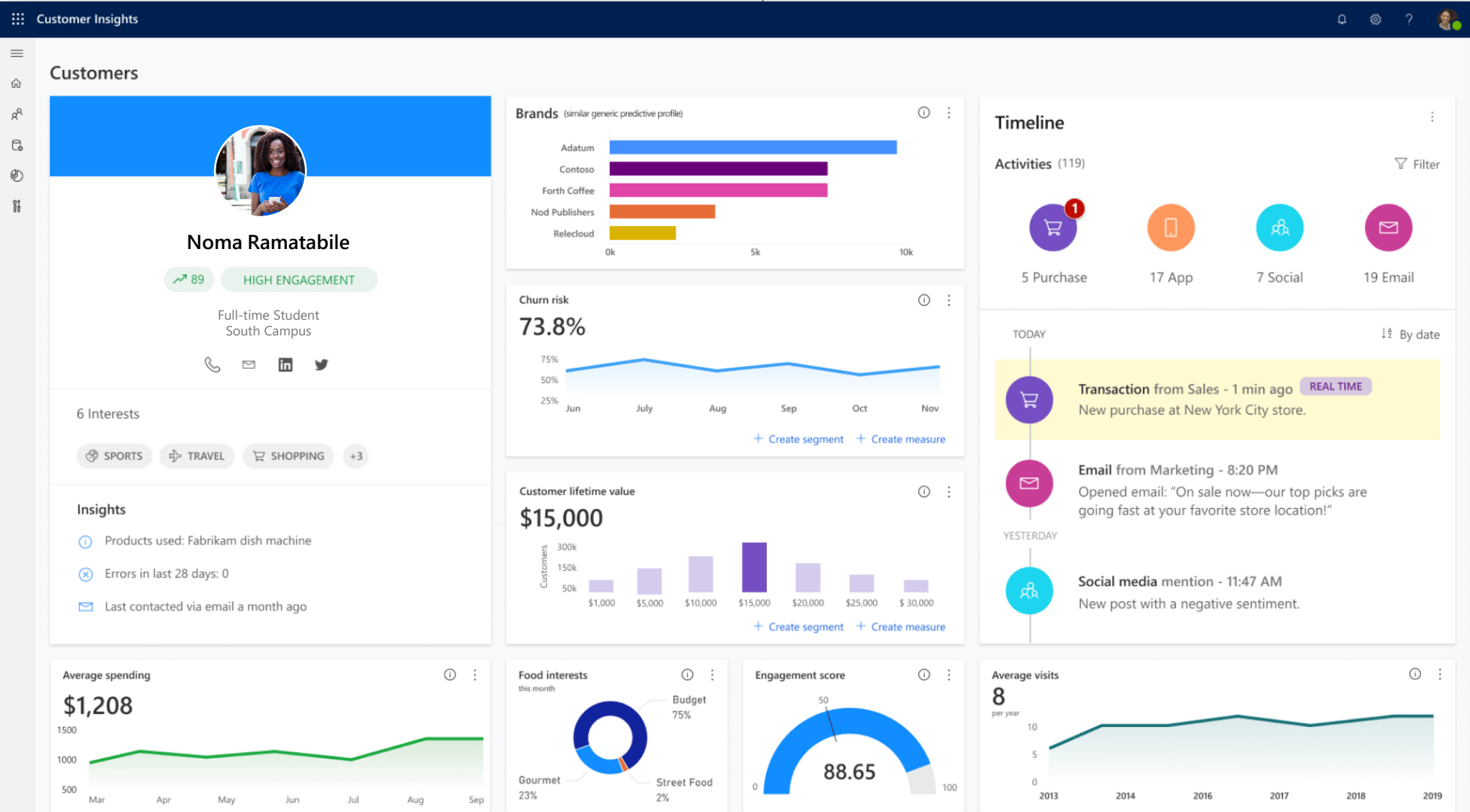
Journey created

Customer journey template

Event Marketing

how can digital enable  
**student success**  
Student retention

keep your eye on **Noma**



# how can digital enable **student success**

## **Student retention**

keep your eye on **Noma**

**SANDBOX**

Dynamics 365 | Customer Service Hub | Service > Cases > Calling about claim JYGUIV-764894

Home | Recent | Pinned | My Work | Dashboards | Activities | Customers | Accounts | Contacts | Social Profiles | Service | Cases | Queues | Knowledge Articles

Save & Route | New | Create Child Case | Resolve Case | Cancel Case | Send Command | Add to Queue | Queue Item Details | Assign | Do Not Decrement En... | Delete | Refresh | Collaborate | Process

CASE: Calling about claim JYGUIV-764894  
Priority: Normal  
Created On: 2019/10/01 12:14 AM  
Status: In Progress  
Owner: Shaun Dale

Phone to Case Process Active for 10 minutes | Identify (10 Min) | Research | Resolve

### Summary

Details | Case Relationships | SLA | Related

#### GENERAL INFORMATION

Contact: Alexis Fry (AF)

Trey Research Instrumentation

First response in: Expired

Resolve in: 0h 4m 38s Nearing Expiry

#### TIMELINE

Timeline

Enter a note...

TODAY

- Auto-post on wall Calling about claim JYGUIV-764894 - 10 Minutes ago
- Case: Created by Shaun Dale for Contact Alexis Fry.

Like Reply ...

#### RELATED

##### RECENT CASES

Status	Case Title
Active	Calling about claim JYGUIV-76
Active	Calling about claim JYGUIV-76

##### ENTITLEMENTS

Entitlement Name	Remaining Terms	Status
No data available.		

#### CASE DETAILS

Case Title: \* Calling about claim JYGUIV-764894

Case Number: CAS-01002-T5N1P3

Subject: Information

Customer: \* Alexis Fry

Origin: Phone

Product: ---

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is

how can digital enable  
**student success**  
Student retention

keep your eye on **Noma**

Dynamics 365

Omnichannel for Customer Service

Home

ST Shipment Tracking

IR Insurance Renewal for...

MG Mae Gibbs

00:03:01

Slightly Positive

End

Contoso Bot, 04:32 PM

I found this article: "How to fix the noise issue" - <https://contososuites.microsoft.com/knowledgebase/article/KA-01000/en-us>

Did this help?

MG Customer, 04:32 PM

Yes, that worked! Awesome thank you so much

Contoso Bot, 04:32 PM

I am glad, Is there anything else I can help you with?

MG Customer, 04:32 PM

sure, I had returned an order last week and I have not received refund yet

Contoso Bot, 04:32 PM

Transferring to an agent, who can help you with Billing and Refunds. Please remain online..

Contoso Bot, 04:32 PM

Issue Summary: Refund delayed  
Hand off context: Billing and Refund Issue

Lilly Michael, 04:33 PM

Hi Mae, The refund is being processed and will be in your account by end of the day.

Type your public message...

Public Internal

Customer Summary

KB Search Page New Case New Email +

Conversation: Customer summary

New Conversation

Details

Search customer

MG Mae Gibbs

Contact

Mae Gibbs

Redmond, Washington

mae@humongousinsurance.com

Email

Search issue

DN Device Noise Issue

Case

Device Noise Issue

Query

Normal

Active

Conversation summary

Pre-chat survey

Visitor details

Authenticated

No

Location

Bellevue, Wa

Browser

Chrome

Operating system

Windows

Visitor language

en-us

Device

Desktop

Recent Cases

DN Device Noise Issue

CAS-01005-C0C8G7

Normal

Hi Having issues setting up Printer

CAS-01010-C1D7S7

Normal

IR Insurance Renewal for Laptops

CAS-01001-L2L9H4

High

MD Missing Delivery

CAS-01006-S3F5D4

Normal

Linked records

Contact

Timeline

Enter a note...

LAST WEEK

Email from Lilly Michael - Friday 11:19 AM

Inspection Feedback

Dear Mae,

Assign Add to Queue

Auto-post on wall Device Noise Issue - Wednesday 4:23 PM

Case: Created by Lilly Michael for Contact Mae Gibbs.

Like Reply

Phone Call from Lilly Michael - Wednesday 12:08 AM

Inspection schedule information

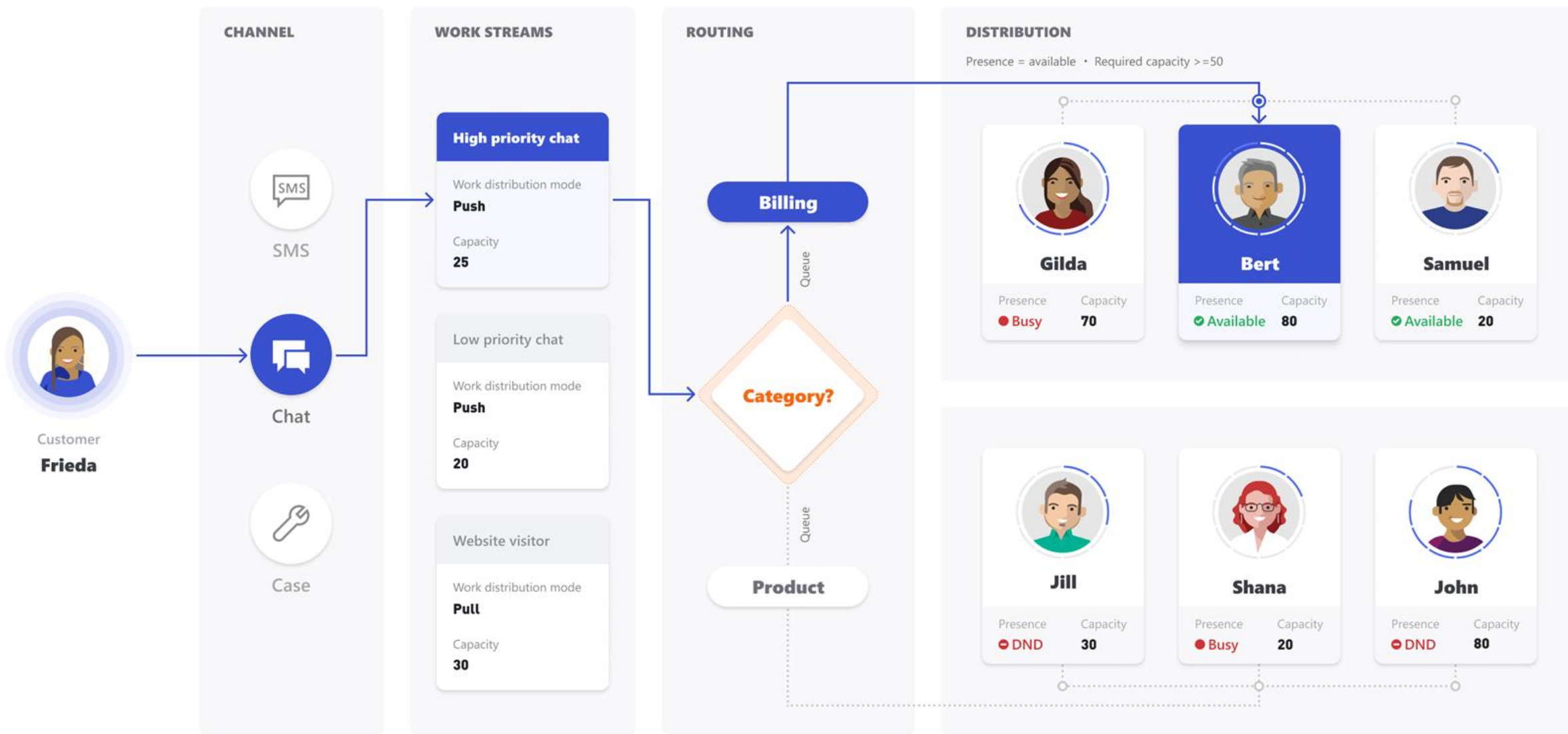
Inspection scheduled

Assign Close Activity

e's in  
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nat

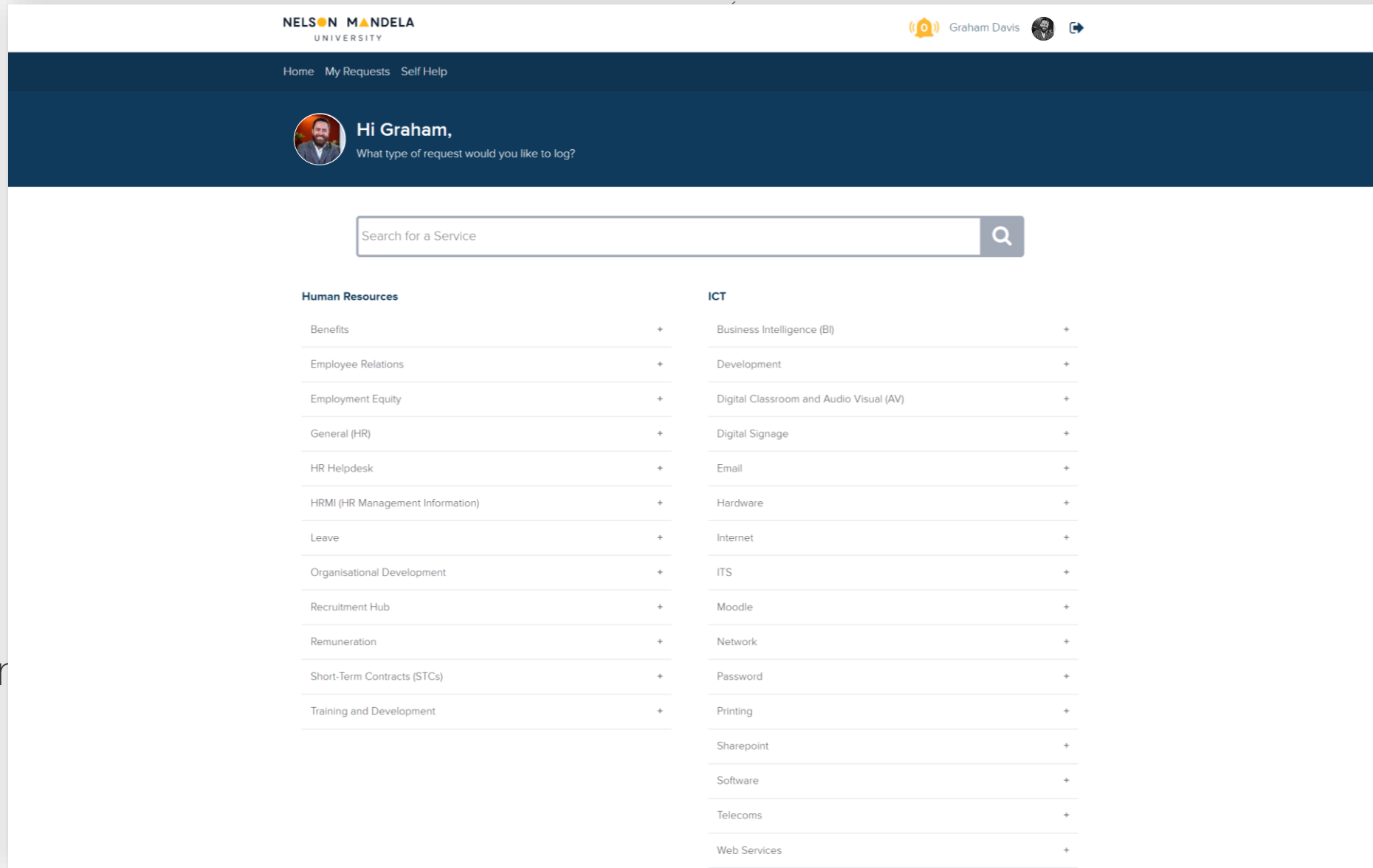
Enterprisecloud



# how can digital enable **student success**

## Student retention

keep your eye on **Noma**



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# how can digital enable **student success**

## Student completion

cross- and up-sell

Teams as an online  
engagement platform



### CASE STUDY

Using Microsoft Teams and  
AI for a more humanistic  
education



### CASE STUDY

Demo: Teams in the  
Classroom at Microsoft  
Inspire 2019



ensuring **Marie's success...**

one portal as the  
entry-point

scheduling and  
running short-courses

LMS and learning  
engagement data  
(think connected  
building) to monitor  
progress



# how can digital enable **student success**

## Alumni engagement

email, social, &  
web marketing



event management

fundraising & donor  
management





how can digital enable  
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**Student recruitment**



**Student retention**



**Alumni engagement**



**Student completion**

# Customer Evidence

A collection of specifically selected local and international case studies that we thought were relevant to this presentation and the Dynamics solution we have shown you today.



## CASE STUDY

How NOSA is winning at Customer Experience & Digital Transformation.



## CASE STUDY

NMU rolls out Dynamics to manage work and requests across departments.



## CASE STUDY

Using Microsoft Teams and AI for a more humanistic education



## CASE STUDY

Demo: Teams in the Classroom at Microsoft Inspire 2019



## CASE STUDY

Anticipate and fulfill student needs – from first contact, to application, and through graduation.



## CASE STUDY

NSU engages students with AI-enabled chatbot using Microsoft Azure



# THANK YOU



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