

BENEFITS:

- **Reach, engage** and **recruit** domestic, regional and international prospects
- **Convert** through comprehensive **application** and **admission** management functionality for traditional or workforce ed programs
- **Retain** students and empower them for **success** with AI features for advising, risk management and degree planning
- **Advance** your institution's donor engagement and **fundraising** goals
- **Promote** your corporate, continuing and workforce ed offerings through a seamless e-commerce experience
- **Integrate** natively with leading SIS and LMS

We evolve Higher Education CRM from a system of intelligence to a system of action.



For a tailored and targeted demo of **greymatter**, drop us a note at resonate@frequencyfoundry.com or visit CRMforHigherEducation.com



CONTACT US FOR HELP WITH:

- Strategy and vision identification & definition
- Student journey mapping
- CRM planning services
- End to end implementation of **greymatter** full lifecycle CRM

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Student experiences happen.
Great experiences are *planned*.



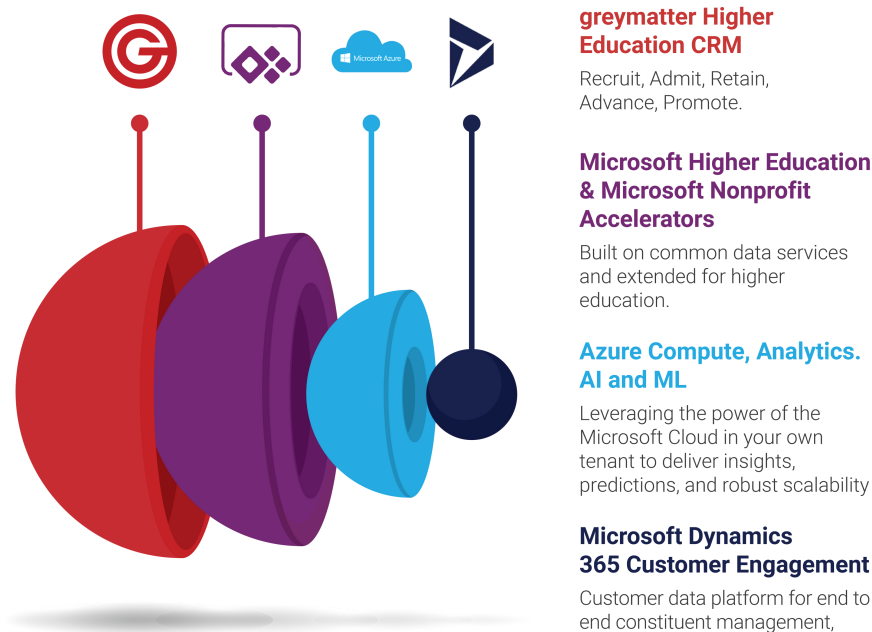
Architect your student experiences from recruitment to graduation and beyond with solutions by Frequency Foundry and services by Alithya.



greymatter is a Full Lifecycle Constituent Relationship Management (CRM) solution for higher education that provides for a 360-degree view of the entire student experience using an expansive range of relationship management features and functionality for every stage of the student lifecycle.

WHY CHOOSE **greymatter**

Best in class technology platform, standard data models, niche functionality for individual student facing departments.



We're the future of higher education CRM. We built the world's first full lifecycle enterprise higher ed CRM in 2012 and have been innovating since. Today, we have evolved CRMs from the System of Intelligence, where we rate most other CRMs to be at, into a System of Action—one that acts on the insights and intelligence gathered.

Recruitment features:



- Phone, email, SMS, webchat, chatbot and social media communication management
- Unlimited form creation for RFI, lead capture
- Advanced integrated marketing automation platform
- Prospect, recruitment agency and partner portals
- Event and travel management
- Territory assignment & lead management

Admission features:



- Multiple customizable program applications, test scores integration
- Applicant portal and checklist management
- International student and agency management
- Automated and customizable read, review and scoring
- Robust analytics and AI add on available for admissions optimization and fraud detection
- Automated and customizable read, review and scoring

Student success and retention features:



- Native integration to leading SIS systems
- Queuing, virtual and in-person appointment and resource scheduling

- Advising and counseling case and notes management
- Risk and early alerts, interventions, and nudges
- Comprehensive degree planning, guided pathways, academic progression and degree audit functionality

Advancement features:



- Alumni and donor contacts and account management system
- Pipeline, opportunity, and funnel management
- Gift giving and pledges
- End to end scholarship and grants tracking
- Designations, crediting and comprehensive transaction membership management

Promote Features:



- Online registration, shopping cart, e-commerce experience
- Course catalog and class scheduling
- Corporate partnerships and discounting
- Financial management
- Certificate management

