



# Marketing, Sales, and Admission Working Together Seamlessly With a Singular Focus – Learner Centricity

The OmniCom Digital Business Transformation Platform enables companies to align and empower all functions to focus on the learner across channels – Web, Mobile, Phone, and Offline



OmniCom Platform for EdTech provides institutions with a learner centric digital hub that enables integrated marketing, sales, admissions and recruitment functions to serve the learner in a seamless fashion, while giving the ability to the learner to interact with the relevant function across the channels.

### What is OmniCom for EdTech?

Learners expect a consistent and integrated digital experience across the entire journey of admission / recruitment across all touchpoints - whether speaking to a admission person about the courses, or going through a web-based multi-step qualification of admissions, transacting online to e-sign and make payment, or chatting with the sales team for a query.



## Why customers use OmniCom?

OmniCom for EdTech enables a learner-focused “Outside-In” approach that drives digital transformation across all admission functions in a unified manner. The outcome is a consistent experience & messaging for the learner across all functions and channels. It is powered by an integrated, seamless system with real-time insights to monitor business performance.

- Marketing Edition
- Sales Edition
- Commerce Edition

### Candidates & Marketing

- Enables marketing process automation for real-time omni-marketing campaign management.
- Makes institutions super-charge their marketing process through interest creation, inquiry capture and nurture phases.
- Automates outbound marketing and inbound traffic & lead generation process across functions.

### Sales & Admission

- Integrates omnichannel sales processing with application and admission workflow automation for real-time sales cycle management.
- Deploy multiple sales processes by different courses or service sets.
- Automates the course catalog, prospect conversation, opportunity management (application submission, application qualification, admission assessment) & real-time pipeline analytics.

### Admission & Regulatory

- Bolts onto the Sales Edition to complete the automation of enterprise commerce.
- Enables institutions to super-charge their recruitment process by aligning it with their customer’s journey.
- Automates the contract management with e-signing processes and multi-part, multi-currency online payment & collection functions.

### Quick Rollout; extremely configurable

DigitalBCG was selected by Skills Future Singapore, a statutory board under the Ministry of Education (MOE), to deliver a re-skilling program for 1500 displaced professionals. For their RISE program, DigitalBCG needed a solution that would help to quickly market, capture applications, route it for evaluation / qualifying through various teams and agencies leading all the way to admission. The extensively configurable OmniCom for EdTech helped BCG achieve the customization and deploy within two weeks a complex recruitment process, to market process & select 1500 learners from a large pool of ongoing digital applications.



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