Upgrading the student experience: From applicant to alumni

You’re serving a new generation of students, and they demand next-generation digital experiences. Today’s students have different needs—and expectations. With new technology, you can better help your students in every stage of their journey (and protect your institution’s future in the process).

Prospective student
Who is my admissions counselor?

Support applicants with:
- Personalized resources based on their interest, location, and more, in a convenient app available on any device.
- Engage prospects through a transparent admissions process, so more interested students apply.

Accepted
Which classes should I register for?
How do I set up on-campus housing?
Where do I get my ID?

Support applicants with:
- Smart, AI-powered recommendations about which courses to take, based on graduation requirements and interest. Simplify one-time processes with links to helpful articles and automated communications.

Applicant
Did they get my application?
What paperwork do I need to send in?

Plug the leaky enrollment funnel. Make sure accepted students have everything they need to show up when the semester starts.

Enrolled
I’m dyslexic—are there resources for me?
My family can’t afford next semester’s payment—do I have to drop out?
Help—my dorm room has a leak!

Support students with:
- A personalized portal to access the information they need. Right from their phone, students can schedule appointments with resources across the campus, including academic and personal counseling or facilities services. Ultimately, students paste seamlessly with self-service resources and online scheduling.
- Make it easier for students to connect with your resources, so they can stay enrolled and on track to achieve their dreams.

Completing
Am I on track to graduate?
How do I get my diploma?

Support students with:
- A single point of access that will help them with their graduation needs. Students can easily check their credits, determine next steps for receiving a diploma, determine any outstanding student fees, and more.
- Support students with:
- A dedicated portal to connect alumni with other graduates, access transcripts, donate gifts, or access career services and continued learning options.

Alumni
How can I give back to my University?
How can I find a new job?
How can I continue learning?

Support grads with:
- A dedicated portal to connect alumni with other graduates, access transcripts, donate gifts, or access career services and continued learning options.
- Stay in touch with alumni long after graduation, so you can continue to support their goals, and they can continue to support your mission.

Giving your students modern tools at every stage of the process doesn’t just make your students happier, it makes your institution more successful.

Find out how ServiceNow® can help you drive campus engagement with connected digital workflows.

VIEW OUR EBOOK