

Industry Insider

HIGHER EDUCATION

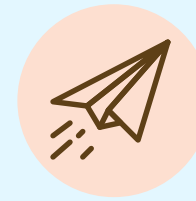


See how our partner Mogli supercharges communications in higher education. When it comes to meeting students, alumni, and staff where they want to connect, Mogli has it covered.

Mogli is a Salesforce-native SMS, MMS, and WhatsApp solution that allows educational institutions of all types to boost engagement efforts with students, recruits, alumni, donors, and staff.



Here's how Mogli can help educational institutions like yours.



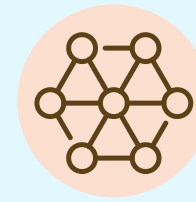
Send messages from Salesforce.

Send 1-to-1 and bulk messages via SMS, MMS, or WhatsApp directly from Salesforce.



Increase engagement and conversion rates.

Quick, easy-to-respond-to surveys and messages on their preferred channel get high response and engagement from all key stakeholders.



Improve data collection.

Mogli's intelligent messaging technology allows data from incoming messages to be used for creating or updating records in Salesforce.



Keep reading to learn how Mogli could help a technology leader make it easy for multiple teams to use the same messaging tools, even though they all have different needs, goals, and objectives.

The Solution

From admissions to alumni relations and every stage of the student lifecycle in between, Mogli helps educational institutions increase the speed of engagement through text messaging.

Quick Reminders

The Challenge: Prospective students don't always reply to email notifications about a missing document or piece of information.

The Solution: Mogli can work in conjunction with a marketing automation tool, such as Marketing Cloud, to either send simultaneous messages or send a notification if an email request has not been acted upon.

Ways to Boost Engagement

The Challenge: Staff need greater read and response rates when communicating with students, alumni, and other key stakeholders.

The Solution: Text messaging delivers up to a 98% open rate and 45% response rate. With a transparent pricing model and unlimited users per org, institutions have flexibility to set permissions so that any or all staff members are enabled to send text messages directly from Salesforce.

Automations and GPT

The Challenge: Students have a lot coming at them at all times and sometimes messages, particularly those sent via email, get missed. It's also challenging for staff to keep track of every student who has not responded to a request.

The Solution: When you add Mogli to Salesforce, you can leverage automations and GPT to deliver timely messages and intelligence that speed up the collection of data, drive decisions and responses, and create meaningful engagement.

Simple and Effective Surveys

The Challenge: Institutions need to determine the overall satisfaction level of students, identifying both potential ambassadors and those who might be at risk of leaving prior to graduation.

The Solution: With Mogli, you can send a simple survey to students at regular intervals, which provides real-time snapshots of overall satisfaction. Mogli's branching survey functionality also makes it possible to immediately deliver unique follow-up responses to certain score inputs.

The Scenario

In this example, let's imagine how a technology leader uses Mogli to make it easy for multiple internal teams at his university to communicate with contacts via text and mobile messaging.



Miles Messenger

Technology Leader

Miles supports all of the internal teams that leverage Salesforce Education Cloud at the university, from admissions to alumni relations and everyone in between.

His Goals:

- Improve the engagement and response rates of ongoing communications with prospective students
- Drive quick responses for the student services team
- Enable all departments to use automated reminders and notifications based on triggers in Salesforce
- Help alumni relations quickly get messages in front of alumni to take advantage of time-sensitive activities and donation requests

His Challenges:

- The university's marketing automation tool only enables departments to send messages to groups of contacts via email
- While all the teams use the same technology, they all have different needs, goals, and objectives
- Staff does not have the bandwidth to take on additional messaging tasks
- The university's budget doesn't have much wiggle room for adding users

Mogli solves Mile's challenges by helping him to:

Follow-up with prospective students.

With an SMS-based "Interest in Attending" survey, prospective students can easily connect by scanning a QR code at recruiting events and share their information through a simple text exchange. Recruiters have instant access to this data, allowing them to plan for timely follow-up and engagement.

Measure student satisfaction.

Mogli has helped the student services team measure the overall satisfaction of students by providing a quick, simple SMS-based NPS survey that is sent weekly to a randomized sample of students.

Save costs with the right permissions.

Once Miles collected the message usage needs of his different departments, his team's Salesforce Administrator was easily able to configure usage access and permissions for all the staff members without worrying about additional charges.

Boost donor engagement.

With Mogli, alumni relations has seen an uptick in responses to donation appeals that are sent following positive news about the university.

[Learn more about Mogli](#)