mogli™ for Admissions

The current generation of prospective college students has access to more technology and distractions than ever before. One of the keys to breaking through the noise and digital clutter may lie in the simplicity of a text message. It's likely that the majority of prospective students have been using text messaging since middle school and for most it's their preferred method of communication. As a Salesforce Education Cloud user, Mogli enables your admissions team to easily add text messaging to their communications tool box. As a native application, Mogli leverages existing workflows and automations in Salesforce while scaling as you grow.

Quick Reminders & Timely Messages

As you manage the experience and process with prospective students using Salesforce, text messaging is an ideal tool to keep everyone on schedule with a personalized experience. Admissions officers can conduct personal two-way conversations with prospective students from anywhere within Salesforce. Automated messages can be sent out in response to incoming messages, reminders for time-based application milestones, or even requests for missing applicant data.

Application Data Collection & Verification

Text messaging is a great way to support your application processes. With Mogli and Salesforce, you can send reminders, notifications, and confirmations related to application status. These can be automated based on either calendar, milestones, or status change. It is even possible to collect a missing piece of data for an application that can be populated directly into any Salesforce based form. Mogli URL can also be added to allow custom, shortened links, which can be tracked at the contact level.

Simple & Effective Surveys

Surveys are a great way to get updates on the mood and intent of prospective students. Asking yes/no, or NPS styled sentiment questions can provide invaluable feedback data both for individuals and an incoming class as a whole. This data is collected through a texted response which can then be viewed individually within a contact record, as well as in aggregate through reporting.

Simple questions for prospective students could include:
Do you plan to apply? | Do you plan to apply for financial aid? |
How likely are you to enroll if admitted? | Would you recommend a peer to apply?

Engagement

Looking to boost engagement? Text messages are seen within minutes, generate quick responses, and most importantly, don't have to fight the clutter of an email inbox. Mogli enables admissions teams to harness this powerful combination of speed and personalization at scale. As a part of your trusted, Salesforce Education Cloud environment, Mogli lets authorized team members easily track conversations, set reminders for follow-ups, send automated notifications, quickly respond to incoming requests, and more.