

# mogli™ for Student Life



The current generation of 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 your students have been using text messaging since middle school and for most it's their preferred method of communication. As a Salesforce user, Mogli enables your 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 & Alerts

Navigating the variety of options and demands of campus life is a daunting task for both your student body and the staff supporting them. Having the ability to quickly share information via text message can alleviate some of that challenge. Reminders and nudges can help students keep on track in the face of daily distractions. These messages can be automated, pre-scheduled, or sent ad-hoc.

## Connect Students to Support

Not every struggling student will actively seek the help they need. Whether they are unaware, unmotivated, or otherwise overwhelmed, a simple text message can provide the personalized, high-touch connection that delivers a pathway to help students get the support they need. While Salesforce gives you the ability to identify at-risk populations on campus, Mogli and text messaging may be the key to helping those students.



## Simple & Effective Surveys

Surveys are a great way to get updates on the mood of students. Asking yes/no, or NPS-styled sentiment questions can provide invaluable feedback data both for individuals and the student population 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 students could include:

Do you plan to return next semester? | Have you spoken to your academic advisor?  
Did you enjoy our recent campus event? | Would you recommend a peer to apply?

## Increase Student 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 academic advisors and student affairs teams to harness this powerful combination of speed and personalization at scale. As a part of your trusted, Salesforce environment, Mogli lets authorized team members easily track conversations, set reminders for follow-ups, send automated notifications, quickly respond to incoming requests, and more.

