University of Kentucky Salesforce Cloud Solutions Highlights with screen shots
What is Salesforce?
"Innovator of the Decade"

- Forbes  September 2016

Forbes  The world’s most innovative companies

2011 • 2012 • 2013
2014 • 2015 • 2016

Gartner  #1 in CRM worldwide

$8.32B  FY17 revenue guidance

$272B  GDP impact

Will foster 2M jobs by 2020

IDC, The Salesforce Economy, August 2015
What are Salesforce cloud solutions?
The World’s #1 Cloud Platform

7 industry leading apps. 1 platform.

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The Gartner documents are available upon request from Salesforce.
Lightning: One Platform, One Experience.

Experience • Platform • Ecosystem
What are Salesforce Higher Education solutions?
The Connected Campus
Student-Centric & Data-Driven

- Deliver 1:1 Communications
- Create Engaging Constituent Experiences
- Recruit the Right Students
- Optimize Alumni Lifetime Engagement
- Get Instant Insights Across Your Institution
- Build Apps Faster Than Ever
- Provide Personalized, Proactive Support

- Marketing
- Community
- Apps
- Recruiting
- Advanced
- Analytics
- Student Success
Salesforce Lightning CRM: Everything Starts with a 360° View of the Student

Understand everything about your constituent – All in one place
Recruitment: Engage the Right Prospects at the Right Time

- Boost recruiter productivity & performance
- Find & convert prospects faster to increase yield
- Forecast yield & measure performance in real time

+ 23% Lead Generation
Student Success: Increase Retention & Ensure Success

Gain a 360 view of every student

Proactively identify & engage at-risk students

Increase retention & satisfaction with 1:1 experiences for every student

Support students on every channel & streamline the service experience

+ 17% Retention
Engage on every channel: email, mobile, social, ads & web

Build personalized journeys that trigger timely messages based on real-time behavior

Leverage robust analytics to measure marketing ROI & optimize every interaction

+43%

Marketing ROI
Community: Foster Your Campus Communities

Deploy engaging online communities for students, prospects & alumni

Break down departmental silos: team up to review applications & respond to support cases

Facilitate collaboration to increase retention

+23%
Constituent Engagement
One Knowledgebase For All Your Support

Store all your support articles in one unified knowledge base

Suggest relevant articles to each constituent

Expose articles internally or externally

Easily attach articles to constituents’ cases from the Lightning Service Console
Live Agent for all your Support
Chat in real time; provide stellar service

Easy for an agent to chat with constituents.

Agents can transfer chats to other agents, create cases from chats, and turn chats into knowledge base articles.

Monitor chats to make sure agents are providing stellar service.

Live Agent makes life easier for agents, administrators, students and all UK’s constituents.
Build Apps: Go From Idea To App Faster Than Ever

Develop apps & build integrations with agility
Design engaging student-facing apps
Create connected employee-facing apps
Lightning: build & integrate faster than ever
Vast ecosystem of pre-built components & add-ons

+ 55%
Faster Deployment
Advancement: Build Lifelong Alumni & Donor Relationships

Connect with alums & donors across the lifecycle with personalized engagement

Streamline advancement from research & prospecting to pledge & payment processing

Increase donor participation & donation size

+ 22% Funds raised
How will Salesforce support us to ensure success?
Your Success is Our #1 Value

Success Resources

- **Premier+Success Plans**
  Unlimited access to 130+ online courses, 24/7 support with access to a remote administrator

- **Cloud Services**
  People and services to help you deploy smoothly, learn quickly, and grow intelligently

- **Dedicated Support Team**
  Dedicated Salesforce.org Customer Success team

- **Training & Events**
  Take instructor-led training from Salesforce University, learn from other users & experts at Salesforce events

- **Help & Training Portal**
  On-demand training & resource library

- **Power of Us Hub**
  Community of 25K+ higher ed & nonprofit users, experts, & Salesforce.org employees

- **Trailhead**
  Interactive, self-guided tutorials for admins, developers & users

- **User Groups**
  Local higher ed meetups around the world & virtual Circles of Success
Thank You