CriticalRiver improved applicant experience and streamlined application submission process using Salesforce Community Cloud

The Customer:

The customer is a well-known film school that offers accredited programs in filmmaking, Audio Production, Computer Animation, Music Production, Graphic Design & Entertainment Business

Industry: Education

Solution Component

- Salesforce Community Cloud

salesforce silver consulting partner

Business Challenge

- Multistep applicant registration process was losing track of applicants
- Application submission process was not very intuitive
- Manual/email-based document tracking/follow-ups

Solution Delivered

- CriticalRiver implemented Salesforce Community Cloud both for User experience and functionality improvement
- E-Sign registration process was implemented to reduce number of incomplete registrations
- Applicant dashboard was setup to provide easy access to - To Dos, important dates, and contact information
- Guided task progress tracking functionality was implemented to reduce application errors
- Notification box, Online Forms, and Electronic signature reduced email back and forth.
- Automated post application process in Community Cloud

Impact Created

- 55% improvement in new applicant registration process
- Reduced number of incomplete and incorrect applications
- Reduced number of steps needed to complete application by 30%.
- Improved overall applicant experience
- Significantly reduced email and phone calls-based follow-ups.