

Automating Enrollment & Billing for Faster Student Onboarding



The Customer

A prestigious educational institution recognized for delivering exceptional academic programs and fostering a seamless student experience. With a diverse student population, the institution continually enhances its digital platforms to support evolving educational needs. Known for its innovative approach to learning, the institution faced challenges in optimizing its enrollment processes and streamlining operational workflows.

Impact Delivered

- 50% Boost in Portal Performance
- 30% Increase in Enrollment Rates

The Challenge

The institution encountered several challenges that hindered its ability to efficiently manage the student enrollment process:

- **Dynamic Processes:** Constant changes in student registration and enrollment procedures led to inefficiencies, creating manual bottlenecks in workflows.
- **Performance Bottlenecks:** Slow system performance affected the responsiveness of the student portal, leading to delays and frustrations for both students and staff.
- **Complex Billing Procedures:** The legacy billing systems were difficult to manage, leading to frequent errors and delays, complicating workflows and reducing overall productivity.

Solution Components

- Salesforce Sales Cloud
- Education Cloud
- Experience Cloud
- Automation Tools for Seamless Integration

The Solution

CriticalRiver implemented a powerful Salesforce-based solution to address these challenges:

- **Streamlined Processes:** Using Salesforce's Education Data Architecture (EDA), CriticalRiver automated login and registration workflows, enabling the institution to quickly adapt to changes in the enrollment process.
- **Enhanced Portal Performance:** CriticalRiver optimized key objects and automated workflows such as Adobe triggers and case management, improving the portal's speed and efficiency, which resulted in faster response times.
- **Billing Automation:** The billing process was streamlined through automation, allowing the institution to manage legacy data without requiring a full data migration. This reduced errors and ensured timely billing, simplifying the overall workflow.

The Results

With CriticalRiver's tailored Salesforce solution, the educational institution significantly improved its enrollment processes and system performance. The automation of critical workflows reduced response times from one week to just a few hours, greatly enhancing operational efficiency. Simplified enrollment forms and faster processing times boosted student satisfaction, creating a seamless and engaging experience. The integrated platform enabled smoother operations, increased student engagement, and positioned the institution for continued success in delivering a high-quality student experience.