

Salesforce for Higher Education



A comprehensive CRM platform designed specifically for higher education institutions, offering integrated solutions across the entire student lifecycle.

Solution Features

- **Integrate all data and systems**, and connect, harmonise and activate data from any system into a complete view of the student from application to graduation.
- **Agentforce 360 for Education** empowers institutions to take faster, smarter actions that improve student and staff experience at scale.
- **Design courses and structure program plans** using a drag and drop functionality and build tailored program plans based on graduation timelines.
- **Engage** alumni, **streamline** fundraising, and **optimise** operations to drive institution-wide strategy.
- **Donor portfolio management** tools.
- Marketing Cloud for meaningful engagement through automated communications.
- **Consolidate student data** into unified records to track learning performance.
- **Applicant/Student portal** to connect experience, strengthen engagement and streamline services.
- **Appointment scheduling** system for interviews or counselling services.
- **Automation** tools to target perspective students with personalised messages across multiple channels.
- **Dynamic application forms** with auto-fill functionality, self service applicant portals with AI chatbots, and automated workflows for application review.
- **Marketing automation and AI** built directly into CRM and automated application reviews.



Bespoke UCAS -
Salesforce
Admissions
Integration and
HESA reporting
capabilities

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PARTNER

+15%

increase in first year
student retention

+10%

growth in fundraising
contributions

+5.5%

in student enrolment