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Education

Case Study

Connecting Students, Staff, and Alumni with Integrated Higher Education Solutions

Global Student Lifecycle Management

Client Overview

Our client is an Antigua-based, fast-growing international medical school headquartered in New York, with recruitment teams strategically positioned across the US, UK, Canada, and India. The institution focuses on providing world-class medical education while maintaining a global perspective on healthcare training.

Challenges

- No unified visibility into student applications across regions.
- Limited personalized engagement with prospective students.
- Weak operational governance across internationally distributed teams.



Project Overview

As a rapidly expanding institution with global operations, the medical school recognized the need to modernize their student engagement and recruitment processes to support continued growth. While their academic quality was attracting students worldwide, there were significant opportunities to enhance the application experience, improve operational coordination across international teams, and leverage data analytics for strategic decision-making. The institution partnered with Previset to implement an integrated digital solution that would unify their global recruitment pipeline, personalize student interactions, and provide comprehensive visibility into the entire student lifecycle from initial inquiry through graduation and alumni engagement.

Our Approach



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- **Custom Application Portal** – Built in Ruby on Rails, hosted on Heroku, and fully integrated with Salesforce to manage applications and document submissions.
- **WhatsApp Support via Twilio** – Enabled instant student assistance through integrated messaging.
- **Pardot & Sales Cloud Integration** – Streamlined global lead tracking and marketing automation across recruitment regions.
- **AI-Driven Predictive Analytics** – Forecasted student onboarding likelihood to enable proactive intervention strategies.
- **Digital Marketing Performance Tracking** – Monitored and optimized recruitment spend and campaign effectiveness across multiple markets.
- **Multi-Platform Infrastructure** – Leveraged AWS, Heroku, and telephony integration for scalability and reliability.

Tech Stack

Pardot, Sales Cloud, Ruby on Rails, Heroku, AWS, Twilio, Telephony Integration.



The Results

- Higher education recruitment and admissions increased by **30%**.
- Unified constituent data created **a single source of truth** for all student interactions.
- Personalized experiences delivered **at scale** across the entire education journey, from inquiry through graduation and alumni engagement.
- Complete student lifecycle visibility achieved through a **single, comprehensive dashboard**, improving operational decision-making.
- Manual processes reduced by **50%**, driving efficiency gains and cost savings.
- Predictive analytics enabled **proactive student success interventions**, improving retention rates and student satisfaction.
- Future plans include **enhanced AI capabilities** for student success prediction and automated intervention strategies.

Key Takeaway

This showcases Previs's ability to integrate complex educational ecosystems, combining Salesforce platform power with custom development to drive measurable enrollment growth. Our expertise transforms fragmented global recruitment into unified, data-driven student success engines.

T H A N K Y O U

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