

# Deloitte.



DELOITTE HIGHER EDUCATION

## Client Success Story

A student-facing portal for one of the largest and fastest growing universities in the US

# A student-facing portal for one of the largest and fastest growing universities in the US

*The development and implementation of a new student-facing portal has accelerated the Admissions process, enabling students to engage in more self-service.*



## Background

As a leader in higher education, this institution operates traditional, online, and competency-based programs for students across the globe including offerings for international refugees. In 2016, Deloitte began partnering with this university to understand how key technologies were supporting the institution and how the student experience could be enhanced while achieving enrollment hypergrowth.

Ultimately, the university selected Salesforce as the platform to support their CRM needs and developed an implementation roadmap with Deloitte to rollout the desired functionality. For the initial release, Deloitte helped design, build, and deploy the CRM solution to complement academic programs delivery, modernize the employee experience, and provide best-in-class student experience, support, and service.



## Process

Through workshops and process analysis, Deloitte and the institution identified key areas where technology could be leveraged to better support the institution and keep up with growing enrollment. From these current state assessments, Deloitte began to collaborate with the university to identify the vision and attendant capabilities for a cutting-edge CRM platform to support engagement with prospective students and learners throughout the student lifecycle.

After the visioning process, the institution identified key data, processes, and interactions to be supported by the new platform enabling the Marketing, Admissions, Advising, Student Financial Services, and Career Services teams to better support prospective students and learners.



## Impact

In 2019, to enable continuous improvement of the platform, Deloitte helped the university anticipate exponential growth over the next 10 years by developing foundational recruiting, admissions, and advising operations. Deloitte and the client established a Digital Foundry & Operations and embarked on a fast-paced, two-year journey to re-envision the application experience, streamline the admissions processes, and provide analytical insights to students and advisers with a focus on student success. The delivery model was designed to rapidly address user requests, research and resolve production incidents, perform proactive and preventive maintenance, and build incremental features to the platform in parallel through a recurring Lean and Major release schedule.



## Impact (cont'd)

Together, the university, Salesforce, and Deloitte teams successfully implemented the solution for over 2,000 marketing, admissions, and advising staff, using innovative Salesforce technology, student-centric processes, and insightful analytics to grow and support their online and campus-based programs. The development and implementation of this new student-facing portal has accelerated the Admissions process, enabling students to engage in more self-service.

In recent years, Deloitte has continued to support the platform and introduce exciting new enhancements and capabilities. The university and Deloitte have continued to enhance the admissions experience by offering additional communications channels for students to engage with during the admissions process. In 2021, a new learner portal was conceived through a human-centered design process to curate key information and capabilities for students including announcements, events, and resources to support the academic journey. Through this partnership, Deloitte has had the privilege of implementing some of the most pioneering and impactful technologies to support higher education. Deloitte looks forward to continuing our partnership with this institution in the coming years and expanding upon the exciting and mission-driven work of the University.

For more information,  
please contact us.

**Tamara Cibenko**

**Principal**

Deloitte Consulting LLP  
[tcibenko@deloitte.com](mailto:tcibenko@deloitte.com)  
+1 973 602 5270

**Jennifer Rocks**

**Managing Director**

Deloitte Consulting LLP  
[jrocks@deloitte.com](mailto:jrocks@deloitte.com)  
+1 303 294 4233

**Kim Dunham**

**Senior Manager**

Deloitte Consulting LLP  
[kdunham@deloitte.com](mailto:kdunham@deloitte.com)  
+1 614 228 4968

Authors

Cecilia Daizovi Weiland

Kim Dunham

Roy Mathew

Tamara Cibenko

Connect with us!



[\*\*highereducation@deloitte.com\*\*](mailto:highereducation@deloitte.com)



[\*\*deloitte.com/highereducation\*\*](https://deloitte.com/highereducation)



[\*\*@DeloitteEdu\*\*](https://twitter.com/DeloitteEdu)



This document contains general information only and Deloitte is not, by means of this document, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This document is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor.

Deloitte shall not be responsible for any loss sustained by any person who relies on this document.

As used in this document, "Deloitte Risk and Financial Advisory" means Deloitte & Touche LLP, which provides audit and risk advisory services; Deloitte Financial Advisory Services LLP, which provides forensic, dispute, and other consulting services; and its affiliate, Deloitte Transactions and Business Analytics LLP, which provides a wide range of advisory and analytics services. These entities are separate subsidiaries of Deloitte LLP. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2021 Deloitte Development LLC. All rights reserved.