

SMART EDUCATION: THE FUTURE OF LEARNING

Overview

Strong alumni relationships require relevant, timely, and personalized communication. Automating alumni outreach helps institutions engage their alumni more effectively while minimizing manual effort.



Challenges

- Manual alumni outreach is time-consuming
- Messages lack personalization and relevance
- Difficulty managing multiple alumni subgroups
- Limited visibility into alumni engagement



Solution Uses

- Alumni events and announcements
- Career and work opportunity outreach
- Information collection and updates
- Personalized alumni follow-ups



Capabilities

- Centralized alumni contact database
- Personalized message templates
- Automated, multi-channel messaging
- Engagement tracking and analysis



Key Modules

- Contact Management
- Automated Messaging
- Template Builder
- Engagement Tracking



Benefits

- Save time on alumni outreach
- Deliver personalized, relevant messages
- Increase alumni engagement and connection
- Identify alumni who need follow-up or adjusted messaging

Find out more:

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