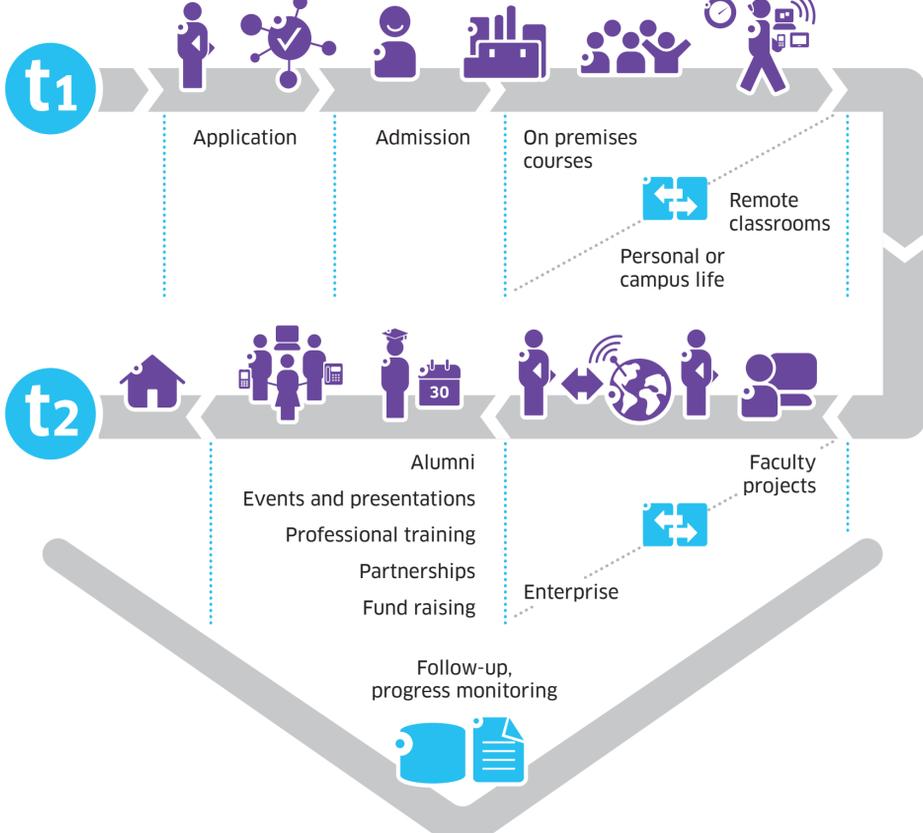


Optimizing the Education Pathway

Bring value and foster lifelong support by connecting to students, faculty and alumni during the application process, while on campus and after graduation.

1

Supporting and adding value for a complete education journey



2

Student Centric Services drives constant contact

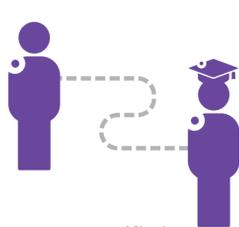
Prospective students

Engage the applicant:

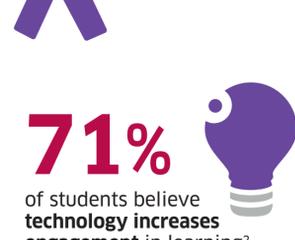
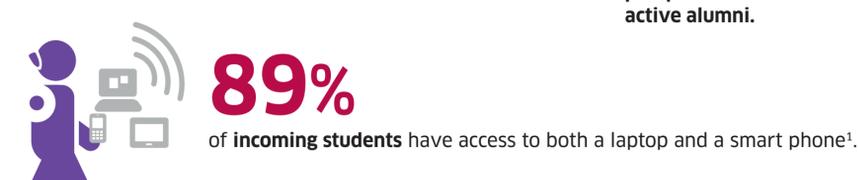
- Technology makes the application process easy
- Engagement converts visitors to applicants

Connect with visitors and guests:

- Cognitive communications provide a virtual concierge
- Location based services help navigate the campus
- Unified communications help you stay in touch through the application process and send event updates



Integrate unified communications, chatbots and artificial intelligence with critical academic applications from prospective students to active alumni.

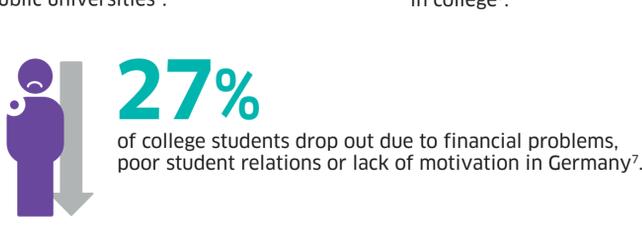


Current students

Engage students on campus and online:

- CPaaS enhances collaboration using a single communications channel
 - quickly find services and locations
 - connect with professors and advisors
 - manage non-academic interactions
 - personalize the education journey
- Accommodate disabled students with voice activated chatbots
- Interaction improves student retention
 - removes de-personalized learning environments
 - communicate with drop-outs to help plan their return
 - social apps make student academic and financial help requests easy

10,000 queries the average faculty member deployment with a large course deployment⁴.



Post graduation

Connectivity engages graduate students:

- Provides an unobtrusive communications path
- Promotes campus activities, events, visits and opportunities

Foster active alumni:

- Retains contact with connections to admissions and departments
- Cultivates emotional and financial involvement
- Creates brand ambassadors



3

Deliver a personalized connected experience

Cognitive communications is your key to building a digital connection to your students. You can use Alcatel-Lucent Enterprise student centric services to communicate and create a life time of support.



References

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- 7 Times higher education, "27% of German Students drop out" (2003) <https://www.timeshighereducation.com/news/27-of-german-students-dropout/175542.article>
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