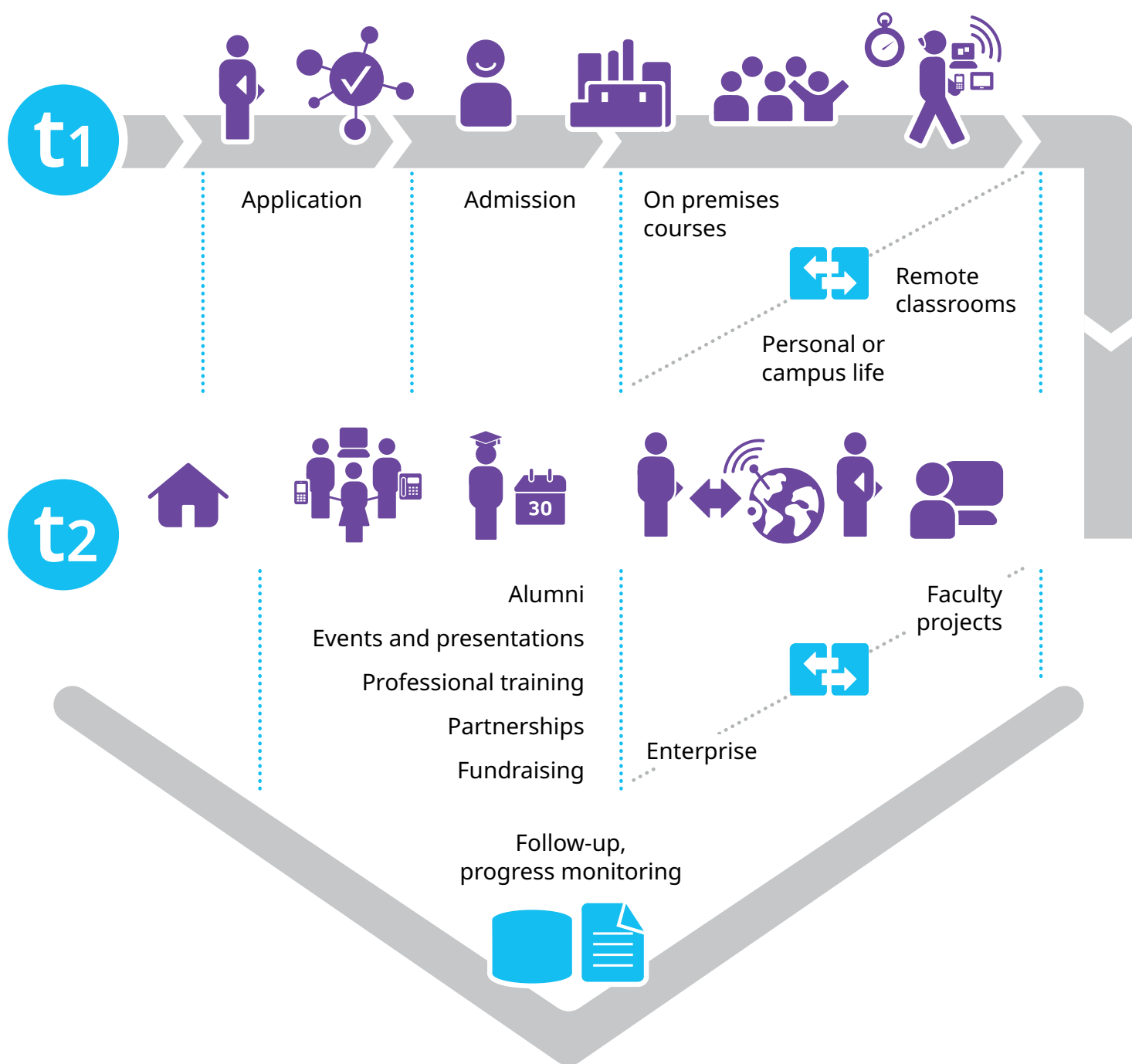Alcatel·Lucent Enterprise

Optimizing the education pathway

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

1 Supporting and adding value for a complete education journey

t1

Application	Admission	On premises courses
		Remote classrooms
		Personal or campus life

t2

Alumni
Events and presentations
Professional training
Partnerships
Fundraising

Faculty projects

Enterprise

Follow-up, progress monitoring

2 Student-centric services drive 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 throughout the application process and send event updates

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

89%
of incoming students have access to both a laptop and a smartphone[1]

71%
of students believe technology increases engagement in learning[2]

883
The number of universities that students can easily apply to with the touch of one button[3]

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 deals with for a large course deployment[4]

Only 62%
of college students obtain their degree at least restrictive public universities[5]

28%
of students have an excellent overall technology experience in college[6]

27%↓
of college students in Germany drop out due to financial problems, poor student relations or lack of motivation[7]

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

82%
of alumni do not feel emotionally connected to their alma mater[8]

80%
of alumni that remain connected to their alma mater are donors[9]

3 Deliver a personalized connected experience

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

I need to better engage my students and alumni →

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