

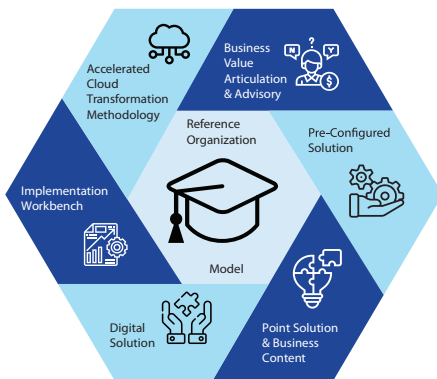
# INFOSYS REF-OR-M EDUSMART SOLUTION

The REF-OR-M EduSmart Solution offers a pre-configured, end-to-end reference solution, tailored to build stronger relationships with students. The solution aims to enrich and manage the Student entire admission life cycle transforming the way to engage and enrol students using Automation platform. With the complete enquiry to enrolment journey being

managed on one single platform, the solution helps to scale applications. An all-in-one solution which is a One stop place that manages the entire student onboarding, interaction, application and post-application services providing an easy & quick access that can be explored from variety of channels and devices.

The REF-OR-M EduSmart Solution offers solution components for efficient Student Engagement with Student self service, Omni channel experience, Chatbots based on Microsoft Bot framework, End to end student onboarding, Digital campaign management, Marketing automation, Student 360-degree view, Enquiry management for quick resolution of complaints and queries and course & program Insights and KPIs.

## REF-OR-M Framework



The REF-OR-M EduSmart Solution is built using the Reference Organization (REF-OR-M) Framework which is a pre-packaged solution enabling faster deployment, reduced TCO, enhanced experience and superior quality

## Solution Capabilities & Business Process Breakdown

Infosys REFORM EduSmart Solution Offerings on D365

<p><b>Digital Campaign Management</b></p> <ul style="list-style-type: none"> <li>Build more rewarding relationships with students and aspirants using marketing automation</li> <li>Campaign distributed across email, social channels</li> <li>Create seamless experiences increasing lead generation</li> </ul>	<p><b>Virtual Onboarding &amp; Checks</b></p> <ul style="list-style-type: none"> <li>End to end Student onboarding for a selected course &amp; program</li> <li>Document Uploads</li> <li>Application Screening, checks &amp; validation</li> <li>Audio/Video remote interview</li> <li>Application decision followed by email notifications</li> </ul>	<p><b>Learning Resources &amp; Subscription</b></p> <ul style="list-style-type: none"> <li>Interactive, intuitive &amp; responsive application for quick &amp; easy viewing and exploring courses &amp; programs</li> <li>Easy subscribing of courses &amp; programs from wide range</li> </ul>
<p><b>Self service portal with Intelligent bot</b></p> <ul style="list-style-type: none"> <li>One stop place for Self service to view Courses &amp; Programs information, manage profile, raise requests</li> <li>360 Degree view of Student profile with updated student information on registered courses &amp; programs</li> <li>Student facing Intelligent Chatbot for assistance</li> </ul>	<p><b>Omni-Channel Experience</b></p> <ul style="list-style-type: none"> <li>Omni channel experience via Portal, Live Audio/Video chat with service representative</li> <li>Voice enabled bot enabled on portal</li> <li>Social media channels etc. for hassle free booking of courses &amp; programs at fingertips</li> </ul>	<p><b>Enquiry &amp; Service Management</b></p> <ul style="list-style-type: none"> <li>Access information on FAQs, enquire, get help, quick resolution of complaints related to the courses &amp; programs</li> <li>SLAs &amp; Routing Rules</li> <li>Automatic Case Escalation for quick resolution</li> </ul>



## Key Benefits and Outcomes



### Efficient Student Onboarding

- Efficient & quick student Onboarding lifecycle from one single platform
- Easy track of student details
- One platform to facilitate & manage entire admissions



### Targeted Communication

- Segment prospects & setup customized campaigns to trigger right communication
- Targeted campaign to engage prospects for effective communication



### Digital Application Management

- Digitize entire application process seamlessly
- Automate, personalise and execute admission processes in real time



### Saves time and dollars

- Manage all application processes with minimal operational efforts
- Cost reduction through virtual support and onboarding



### 360 Degree Visibility

- 360 Degree visibility with customized dashboards to keep track of ongoing admission cycle in one go
- Optimize metrics and stats of leads, marketing dashboards



### Centralised Platform

- Auto capture all incoming leads across social channels in a centralised platform
- Nurture and engage with leads through multiple channels

## Applicability of REFORM Solution

- **Greenfield implementation, Upgrade** or move to modernization using a digital platform like Dynamics 365
- Focus on building application in **agile and incremental way**
- Consolidation of student records to create a single source of the truth that represents all channels and student touch points i.e., **synchronized student information**
- Leverage **best practices from successful Dynamics 365 transformation** engagements and reduced handoffs between systems and groups to achieve greater business value

## Deployment Approach



### Initial Due Diligence using our ACE program



**Business Value Articulation** to explore the solution to define road-map to form end-to-end business processes; where value resides in the execution of these process steps



### Preconfigured Solution and Business content

- Ready to run foundational configurations specific to Student Education journey
- System specific process flows for further customization analysis



### Point Solutions, Business Content & Digital Solutions

- Horizontal Solution can be used by small, mid-sized or large enterprises across verticals
- Digital Solutions (like chat-bots/ AI/ML etc..) available in ready to deploy state

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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