

How Does a University Build Relationships with Potential Students More Effectively?

With its alumni taking leading roles in multiple industries both in Malaysia and on the international stage, KDU University College takes pride in providing students with an education that prepares them for the real world. In a competitive market, it is critical for the university to communicate effectively with potential applicants to guide them through the enrollment process and explain the benefits that an education at KDU can offer.

However, KDU's existing contact management solution did not provide the student enrollment team with an integrated view of information across all marketing channels needed to build relationships effectively with potential students. The university decided to implement the SAP® Hybris® Cloud for Customer solution to centralize tracking of communications at every stage of the student acquisition process. Now, KDU is increasing enrollment and better supporting students as they take their first steps into higher education.



“By gaining a 360-degree view of live data across every touch point, we can **build stronger relationships** based on insights with potential students.”

Jess Lee Chai Ling, Enrollment Manager, KDU University College

With a focus on entrepreneurship in its degree programs, KDU University College is pioneering real-world programs in Malaysia’s private higher education sector. The university has adopted an innovative approach to student enrollment by implementing the SAP® Hybris® Cloud for Customer solution to help track communications across the acquisition process.



35

Years providing private higher education



>60

Degree programs available to students



45,000

Registered alumni based both in Malaysia and internationally



KDU University College
Kuala Lumpur, Malaysia
www.kdu.edu.my

Industry
Higher education and research

Products and Services
Private higher education

SAP® Solution
SAP® Hybris® Cloud for Customer solution

Employees
400

Revenue
Paramount Group:
MYR 573 million (2016)
Paramount Education Group:
MYR 152 million (2016)

Increasing Student Enrollment with SAP® Hybris® Cloud for Customer

Private higher education provider KDU University College wanted to improve the effectiveness of its student acquisition process. By deploying the SAP Hybris Cloud for Customer solution, the university has helped the enrollment team gain greater insights to build stronger relationships with potential students and increase applications.

Before: Challenges and Opportunities

- Establish a centralized solution that enables staff to manage interactions with potential applicants across the student acquisition process
- Increase the ability to segment and analyze data
- Enable more-consistent and better-targeted communications
- Improve performance tracking of marketing efforts

Why SAP and Brighttree Solutions

- Strong existing relationship between KDU and Brighttree
- Recent successful project managed by Brighttree for sister institution KDU Penang University College
- Robust rules to help ensure completeness and quality of data
- Advanced functionality for segmentation and analysis of target groups and for tracking the performance of different recruitment events

After: Value-Driven Results

- Increased enrollments on track to exceed the current year's target
- Improved insights into the performance of various touch points, informing future marketing strategy
- Expanded the 360-degree view of interactions with potential applicants and their families, helping the enrollment team build stronger relationships
- Enhanced data profiling, enabling better-targeted and relevant communications

“We are now evaluating every touch point and can track which marketing channels are most effective in attracting new students.”

Jess Lee Chai Ling, Enrollment Manager, KDU University College



SAP Hybris (v)

Featured Partner

brighttree

33,000

Records tracked using the solution

>100%

Of target enrollments anticipated this year



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