



Higher Ed Admissions Tech Health Check

Is your Admissions department meeting the needs and expectations of today's students?

Test your digital student support & engagement capabilities

1. How would you describe your department's progress towards digital transformation in student support & engagement?

- a) Most systems are still analogue
- b) Critical systems have gone digital but support for expanding this is limited
- c) Multiple digital systems are in place, creating redundancies
- d) All systems impacting student support & engagement have gone digital.

2. Prospective students want to reach your school – how can they connect?

- a) Phone support is offered
- b) Phone support and email are available
- c) Through their choice of digital channels connected via an omnichannel system
- d) However they want! We support everything!

3. New support agents are being added to the team. What do their onboarding materials look like?

- a) A physical binder or handbook of common questions and their resolutions
- b) Some digital records of previous resolutions to common problems
- c) A managed knowledge base containing resources for staff and students alike
- d) Too many resources to count – network folder, online docs, paper records etc.

4. How can prospective students reach your institution outside of standard office hours?

- a) No after-hours is offered
- b) Students can browse FAQs and other support materials
- c) Digital channels are supported 24/7 by chatbot/s
- d) Support team is fully staffed at all times, regardless of volume.

5. When students reach out for support, how does your department track their request?

- a) Inbound support requests aren't tracked. Personal notes may be used for follow-up
- b) Student requests are tracked as emails to a shared inbox and sorted
- c) A ticketing system is used to manage requests from email, social media, SMS etc.
- d) A ticketing system is in place for some requests, others are handled by CRM, inbox and other methods.

6. How well does your team manage during peak application periods?

- a) The team is overwhelmed. Response times rise far higher than we would like, students are frustrated, and staff are burnt out
- b) The team manages ok but some staff are burnt out from the high volumes and ticket backlog significantly increases
- c) With all the right tools to help, the team manages brilliantly and keeps ticket backlog low
- d) With a very large team at hand, we never experience any problems.

HOW'D YOU DO?

Time to score yourself!



- a) 0 points
- b) 1 point
- c) 2 points
- d) 3 points



0-4 points

No system

With very few digital systems in place, your digital support and engagement strategy is lacking – and prospective students will have definitely noticed. You need to upgrade your systems because your enrollment and yield figures are suffering as a result.

4-8 points

System is too light

You've started to digitize your support and engagement systems but there's more work to do! You aren't offering channels that prospective students want to use which will be limiting engagement and enrollment.

9-13 points

System is just right!

You've struck a great balance of convenience, speed and accessibility in your digital engagement strategy. If you haven't made the leap to automation, it's time to shrink delivery costs and increase engagement with prospective students with the introduction of a Comm100 AI Chatbot.

14-18 points

System is too bloated

You've gone too far and created redundancies in your department. You should simplify your support and engagement approach so that you don't overload your staff or overwhelm prospective students with confusing systems.