



KPMG Student and Commercial Engagement

Engage the student through their lifelong learning experience with a Microsoft Dynamics 365 solution designed for Higher Education.

Gain a 360 degree view of students and identify potential issues and opportunities, from the first click on your website, through their years of study and to becoming alumni. Leverage the power of analytics to provide leaders with actionable insights aligned with the institution's goals and strategy.

Manage the 50 year student journey

Attract Students

Execute and measure marketing campaigns across a range of modern channels - social, events, web, email ... and track engagement.

Recruit Students

Convert prospective student engagements into enrolments with automated nurture marketing, appointment setting, and live chat.

Retain Students

Reduce the loss of revenue by identifying students at risk of leaving and creating cases to support and retain them.

Service Students

Deliver the best possible student experience by gaining feedback from surveys, knowledge base articles, polls and live chats as well as social media to help you monitor sentiment, address complaints, and create conversations.

Engage Students

Today's students are tomorrow's graduates and ambassadors. Manage every aspect of your alumni and stakeholder relationships, including communications, events, mentor programs, micro-credentialling and fundraising.



75% of student information systems in higher education globally will be SaaS or cloud-based by 2017 - Gartner

20% was the average attrition level observed by Australian universities in 2017 according to data by the Australian government

KPMG has over 20 years experience implementing Microsoft solutions and is one of the largest Microsoft Dynamics Partners in Australia.

Our dedicated staff have deployed Dynamics 365 Higher Education solutions to universities and TAFEs in Australia. Together our technical resources and our wider KPMG education expertise enable us to **focus on your operational issues, discuss your requirements** and explore how our solution can **solve your business challenges**.

Talk to us today on **1300 197 960** or email **AU-FMDynamicsSales@kpmg.com.au**