



What makes S4G different?



PROJECTS

+850 Project completed



EXCELLENCE

9,4/10 Customer satisfaction

EXPERIENCE

Team with **20+ years** of experience en CRM

SKILLS

350 Salesforce certifications

REAL IMPACT

We achieve powerful results that have measurable impact on projects.

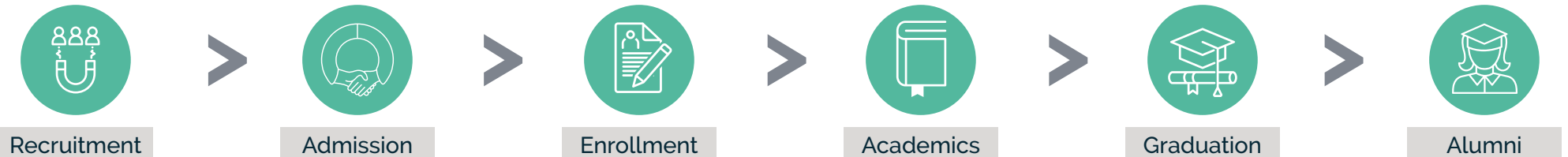
About S4G Consulting

S4G Consulting is **100% specialized** in the consulting and implementation of Salesforce platform solutions: **EDA, NPSP, Sales, Service, Communities, Integration, Commerce, Marketing, Analytics, Experience Cloud and App Clouds.**

Our **team** of highly experienced professionals is passionate about bringing value to our clients by helping them get the most out of the market's **#1 CRM technology** and transform their organizations to successfully compete in an ever-changing business environment.

S4G Consulting Services for Higher Education

We **help universities** implement a strategy of integrated **Student Life Cycle management**, achieving a 360° view of each student/ alumni through every step of their **Academic life**:

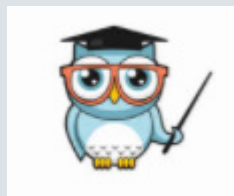


turning data into actionable **multichannel intelligence**:



which enables entities to:

- Personalize the applicant and student **experience**.
- Improve **marketing strategies** and attract more qualified applicants.
- Add new **communication channels** and improve services on campus.
- **Develop analytics** and dashboards to enhance the decision making process.



We are also **specialised in [RIO Education Student Information System](#)**. This Student Management ERP built on Salesforce Education Cloud is composed of the Faculty Community, Marketing Cloud, Student Community and Reporting&Analytics. Additionally, it can be connected to LMS, Compliance, Finance, HR/Payroll and Legacy systems through RIO Connect.

S4G value proposition for Universities

Business Management

EDUCATIONAL OFFERING

Business model configuration, campaigns and products/programs for individuals and companies.

Prices
Offers
Discounts
Scholarships

FINANCIAL ADMINISTRATION

Scholarships and aids validation
Enrollment confirmation (cierre?) by the academic backoffice

The enrollment process definition through different channels

Business model configuration, campaigns and products/programs for individuals and companies.

Information
Application
Admission
Enrollment

Marketing Automation, omnichannel (Web, email, Social Media, Apps...)

Segmentation
Campaign management
Demand generation
Follow-up and analytics

Conected Campus

COMMUNITY FOR APPLICANTS

Pre-registration
Self-enrollment

STUDENT COMMUNITY

Mentoring, Coaching (SAL)	Exchange programs
Access to academic records	Mobility
Access to economic records	Scholarships
Self-enrollment	Student Services
Internships	

ALUMNI COMMUNITY

Donations	Work groups
Links with the university	Mentoring
Events	Postgraduate offers

OTHER COMMUNITIES

Employees
Professors
Companies

Select clients



ESCI SUCCESS STORY

INDUSTRY

Higher education. University

SOLUTION

Salesforce HEDA

REGION

Catalonia

WORK AREAS

Implementation - Integration and Development

The Customer

The ESCI-UPF school of international studies, with 25 years of history, affiliated with Pompeu Fabra University, offers two undergraduate degrees (International Business & Marketing and Biocomputing), four master's degrees and executive courses.

The Solution

ESCI-UPF opted for the Salesforce HEDA solution acting as follows:

- Database cleaning and subsequent uploading to Salesforce using Dataloader (2016-2017 recruitment drive data).
- Segmentation: creating objects and campaigns in Salesforce.
- Web-to-lead form modification and integration with Salesforce.
- Manual entry of trade show leads, etc.
- Salesforce Gmail Connector.
- Database segmentation for mass mailings from Salesforce.
- Uploading of first-year Business and Biocomputing students (Dataloader).
- Creation of reports for campaign follow-up.
- Tracking of HEDA model for undergraduate subjects.
- Mailchimp connection.
- Integration of Master's tracking with HEDA model.
- Preparing one-way integration with Sigma.

Next steps: integration of Alumni and Career Service

The Challenge

It is a public consortium offering degrees at an unsubsidised public price, meaning that its competitors are both public and private universities.

This requires it to be very efficient at resource management and highly effective in recruiting students.

With over 2,000 leads-per-degree in the 2016-2017 school year, the centre needed to simplify the way it managed potential students who until now had been obtained from Google and Google Sheets forms.

It also wanted a flexible CRM that could be integrated with the SIGMA academic management tool and which would adapt in the future to the activities carried out by other departments.

A complete view of the student journey was needed, not only at time of enrolment but as alumni throughout their careers.

In short, the aim was to find a tool that provided a 360° view of the entire community (students, companies, etc.).

The goal was to be more efficient in data management and more effective in recruitment and communication campaigns.

RESULTS

30%

leads increase during the academic year of 2018

7%

of increase in the open rate of our campaigns.

"To implement HEDA, a partner must understand the different university levels, the resources available to it and its decision-making times.

The achievements we have made in a single year are down to the S4G team, their professionalism and empathy with the education industry."

Christian Rovira. Communication and Alumni Engagement Director