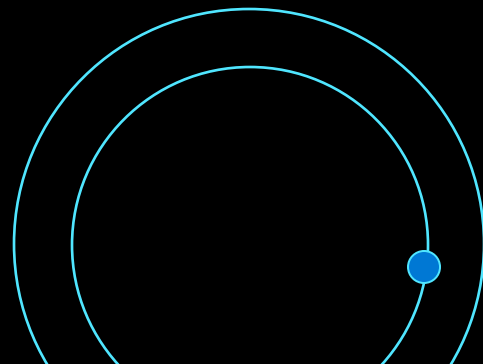# NKUSI·IT
SPECIALIZED SERVICES

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Founding Partner
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AGENDA

Journey Map

The Typical Touch Points during student engagement cycle and how technology can transform the interaction between student and institution.

Themes Identified

North Star/Vision Statement
The challenge(s)/Opportunity(ies)

Stakeholder Map

Prioritization
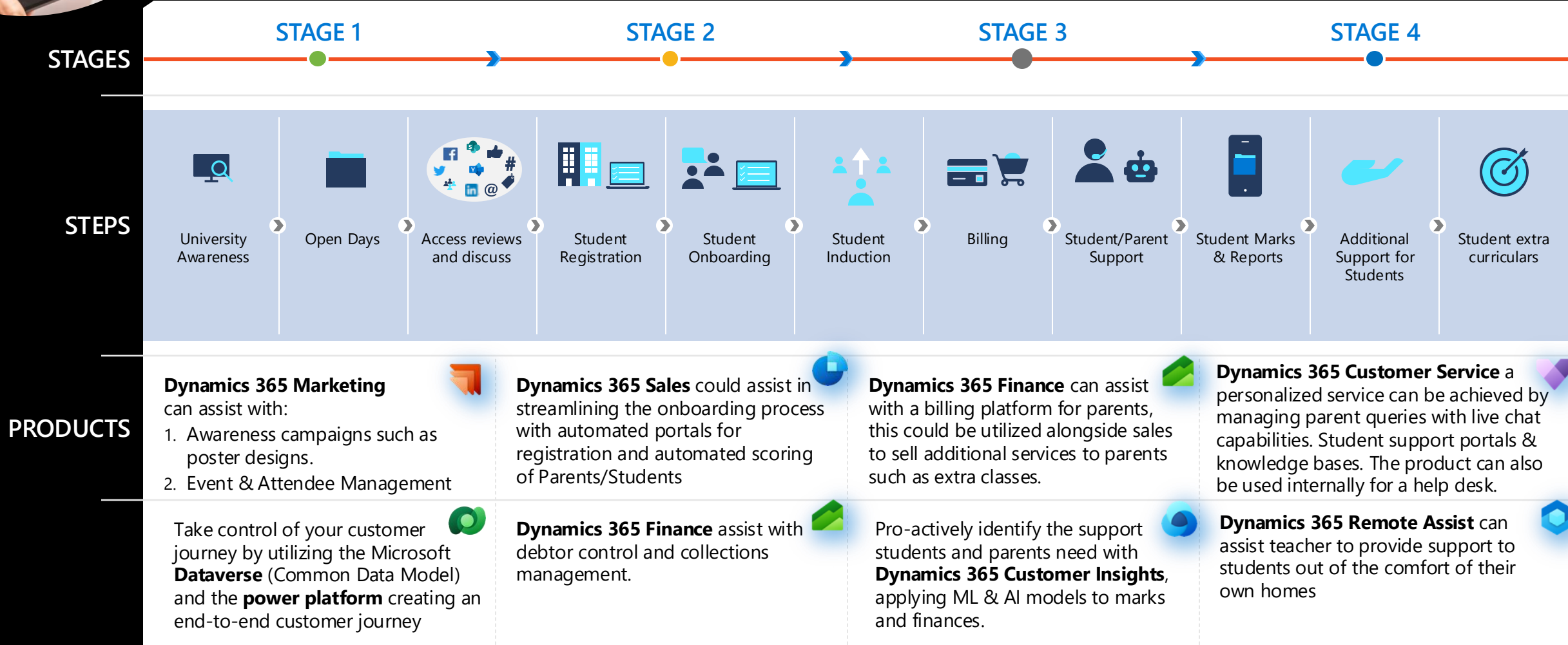Top Initiatives
Visual storyboard
Concept testing

Value Map

Parent **& Product Journey Map**

BRENT THE PARENT

This is a typical journey map a parent goes through and how Products map to this.

STAGES	STAGE 1	STAGE 2	STAGE 3	STAGE 4

STEPS

University Awareness → Open Days → Access reviews and discuss → Student Registration → Student Onboarding → Student Induction → Billing → Student/Parent Support → Student Marks & Reports → Additional Support for Students → Student extra curriculars

PRODUCTS

Dynamics 365 Marketing can assist with:
1. Awareness campaigns such as poster designs.
2. Event & Attendee Management

Dynamics 365 Sales could assist in streamlining the onboarding process with automated portals for registration and automated scoring of Parents/Students

Dynamics 365 Finance can assist with a billing platform for parents, this could be utilized alongside sales to sell additional services to parents such as extra classes.

Dynamics 365 Customer Service a personalized service can be achieved by managing parent queries with live chat capabilities. Student support portals & knowledge bases. The product can also be used internally for a help desk.

Take control of your customer journey by utilizing the Microsoft **Dataverse** (Common Data Model) and the **power platform** creating an end-to-end customer journey

Dynamics 365 Finance assist with debtor control and collections management.

Pro-actively identify the support students and parents need with **Dynamics 365 Customer Insights**, applying ML & AI models to marks and finances.

Dynamics 365 Remote Assist can assist teacher to provide support to students out of the comfort of their own homes

Themes Identified

1 Onboarding and Orientation

2 Academic Advising and Support

3 Student engagement and Campus Involvement

4 Student Success and Retention

5 Career services and professional development

6 Graduation and commencement

7 Alumni Relations and Engagement

8 Student Lifecycle Management

Value Map

VALUE PRIORITY		IDEA PRIORITY (TOP IDEA ORDER)
REVENUE GROWTH	**Grow revenue through…** • Order size (up-sell) • New acquisitions • Wallet share (cross-sell) • New markets	**IDEA** • Make it easier for students to obtain tuition fees • Student Enrollment must be easier • Upsell Pre/Postgraduates • Upsell Doctorates and Masters
COST SAVINGS / PRODUCTIVITY	**Reduce costs through…** • Technology spend • Marketing activities • Payroll (headcount)	**IDEA** • Do not Invest In Hardware • Hyper-Personalization • Self Service Enrollment • Student Dashboards
MARKET SHARE / DIFFERENTIATION	**Maintain market through…** • Competitive differentiation • Brand perception • Student retention • Student mix	**IDEA** • Student Portals • Student Dashboards, semester results assignment progress tracking, marks, etc. • Rate Tutors / Lecturers
RISK MITIGATION	**Mitigate risk through…** • Legal exposure • Regulatory compliance • Investor confidence • Business predictability	**IDEA** POPIA compliance Verification Recording student grievances and following up on complaints and cases to "avoid protests"