TBSR Atlanta

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Analytics With Salesforce: Past, Present and Future

Leeds School of Business
UNIVERSITY OF COLORADO BOULDER

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What are we doing with Salesforce at Leeds?

Retention Actions

Employer Engagement

Tracking Student Activities

Email Marketing

HR & Accounting Processes

Event Management

Global Initiatives

Prospecting

Career and Internship Tracking

Diversity & Inclusion

Faculty Activity Tracking

Extracurricular

SMS

Student Trips to Industry

Advising

Scholarship Management

Executive Experience

Leeds Board Management

Corporate Relations

Advancement Operations

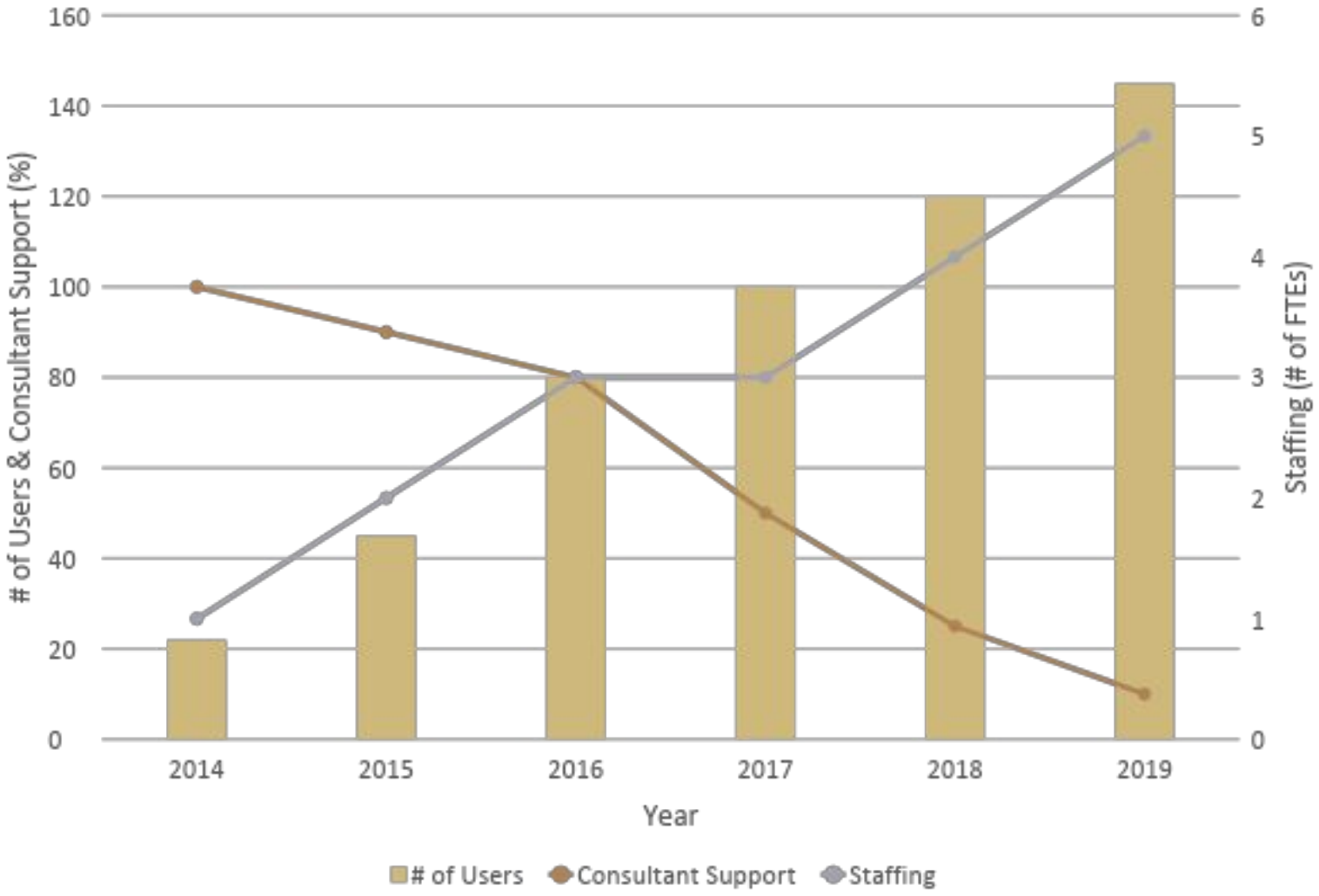
Academic Centers

Course Requirements

Intracurricular

Process Automation

Evolution: Staffing vs. Consulting Support



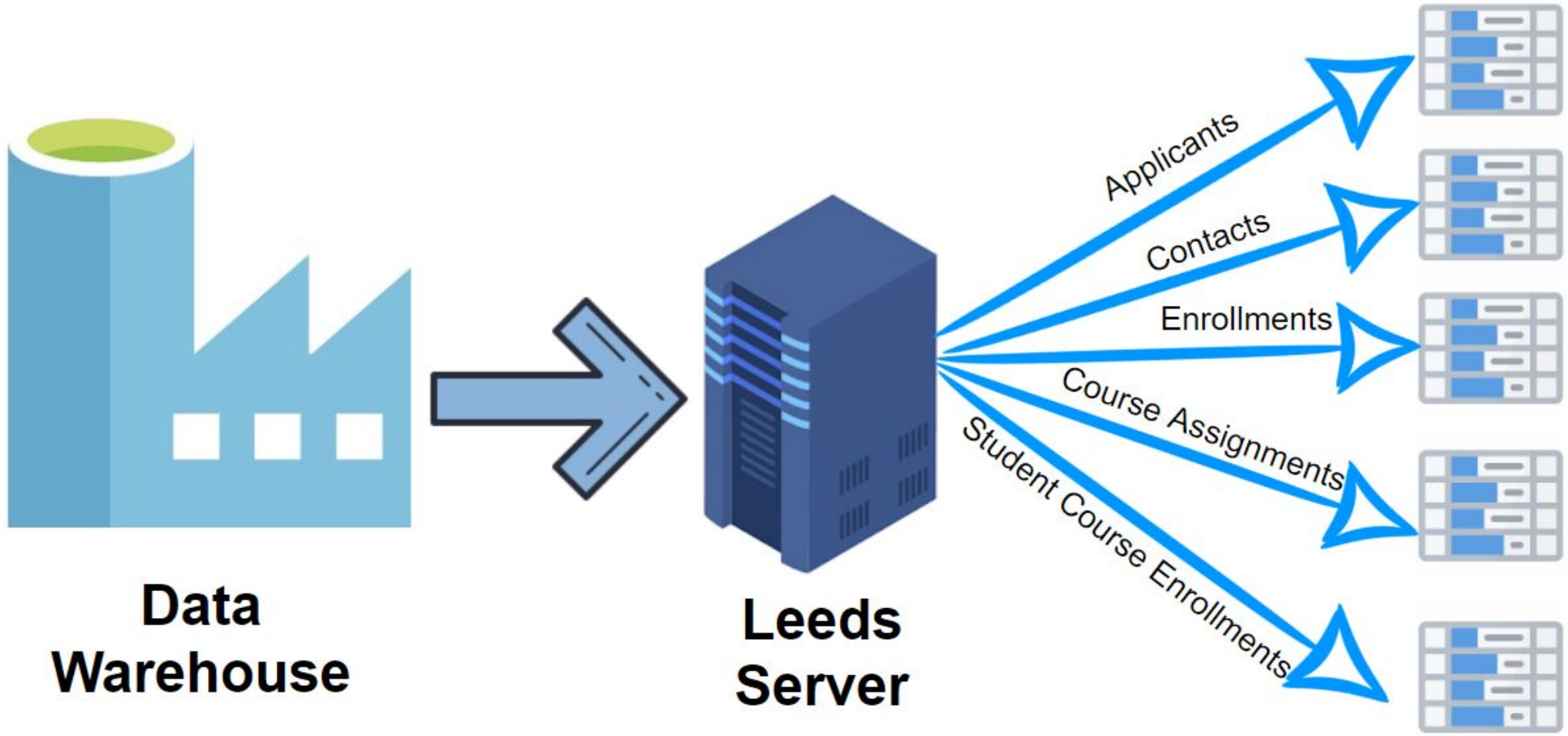
Quantifying ROI

- BusinessWeek Top 20 for student satisfaction and salaries (30+ spot improvement)

- 11% higher engagement with academic advising
- 800% increase in 1st & 2nd year career advising appointments
- 73% increase in undergraduate career advising appointments
- 53% increase in ‘response rate’ for placement
- 99% ‘knowledge rate’ for placement
- 90+% placement since 2015
- 78% of students have 1+ internship;89% of internships are paid

CU-SIS Integration

(Student Information System – Campus Level)



DocuSign
sms
mogli
MOBILE GLOBAL IMPACT
SocialToaster
qualtrics
TASKRAY
conga
salesforce
analytics cloud
community cloud
marketing cloud
Linvio
sales cloud
service cloud
DemandTools
wisr
nonprofit
success
pack

https://leeds.lightning.force.com/lightning/r/Dashboard/01Z5A000000ivggUAA/view?queryScope=userFolders

Data Visualization

The Power of Dashboards

A dashboard shows data from source reports as visual components or snapshots of key metrics and performance indicators:

- Charts
- Gauges
- Tables
- Metrics

2020

The Future:
Einstein Analytics

Einstein Analytics

Actionable Insights

Einstein Analytics by Salesforce enables powerful dashboards and predictions that allow users to take immediate actions based on the data they see. It connects the dots between data visualization, insights, and the resulting actions.

- Advanced analytics capabilities
- Utilizes AI technology
- Intuitive, user-friendly, self-service
- “Dashboards on steroids”

What's Next?

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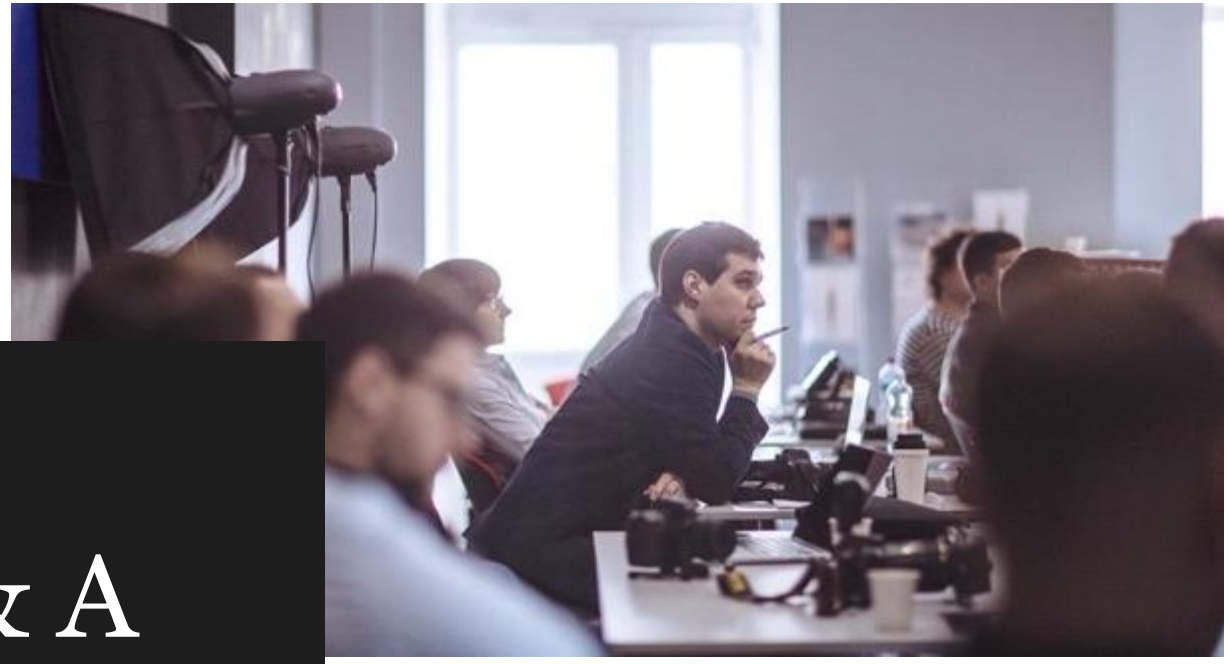
Future Exploration

The use cases for artificial intelligence in higher education span a wide range of activities. Additional functionality in the Einstein product suite could help us:

- Proactively reach out to students to provide support
- Deliver hyper-personalized experiences
- Manage repetitive tasks so staff can focus on more important tasks



Q & A

Thank you