ADLER UNIVERSITY

Industry - Higher Education

Products Used - Education Cloud
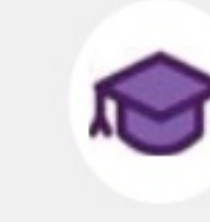Experience Cloud

ADLER UNIVERSITY · Gerent

Industry
Higher Education

Adler University is a nonprofit institution dedicated to educating practitioners to effect positive change. Founded in 1952, the university offers 28 master's and doctoral programs in psychology, counseling, and mental health. Programs are delivered through its Chicago and Vancouver campuses, as well as online.

Products Used
- Education Cloud
- Experience Cloud

Challenge

Adler University faced a critical challenge with its Salesforce application process configuration, causing workflow disruptions and operational bottlenecks.

Education Cloud is a valuable and strategic asset for higher education, however due to prior implementation misconfiguration, Adler University was facing a complete work stoppage. Their application system is the main channel for securing students to their programs. They required immediate Education Cloud functionality expertise to maintain this critical element to their institution.

- **Experience Cloud** | Create efficient and effective application experience for prospective students

- **Education Cloud** | Streamline the internal recruitment and admissions process and supporting processes

Additionally, Gerent supported Adler University beyond the initial implementation by offering ongoing managed services to ensure long-term platform stability and optimization. We also provided guidance as the university sought to build internal Salesforce expertise, including support in identifying and onboarding a qualified Salesforce administrator. This strategic approach positioned Adler to maintain system performance while scaling its CRM capabilities in alignment with institutional goals.

Value Delivered

Gerent optimized Adler University's application process by applying industry best practices and leveraging key data points from Education Cloud to Experience Cloud. This eliminated inefficiencies, resolved workflow disruptions, and created a seamless, scalable admissions experience.

- Used Experience Cloud to build out a robust community experience and drive student participation and engagement
- Saved time with intelligent automation for recruitment and admissions, student success, advancement and alumni relations, and academic operations

Results

As a result of Gerent's partnership, Adler University is now positioned to:

- **Address System Inefficiencies**: Resolve misconfigurations between Education Cloud and Experience Cloud to support accurate, streamlined application processing.
- **Improve Data Integrity**: Refine applicant records for more reliable tracking of admissions, documents, transcripts, and references.
- **Elevate the User Experience**: Simplify the application portal to minimize redundancy and reduce friction for both applicants and staff.
- **Advance Workflow Automation**: Lay the groundwork for increased efficiency in document verification, interview scheduling, and decision notifications.
- **Enable Scalable Growth**: Apply Salesforce best practices to support a sustainable, future-ready admissions ecosystem.