



Electrif**Ai**

Engage, Enroll, and Excel

Redefining student enrollment and alumni engagement with AI

Guaranteed 5x ROI in 6-8 weeks. Pay us only when KPIs are met.



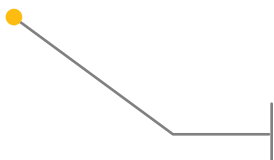
Traditional CRMs and higher education solutions have failed to deliver value and ROI

Introduction

In the ever-evolving realm of higher education, institutions are confronted with a key question: How to continue to grow and excel amid evolving academic trends and dynamic student and alumni needs? The challenges faced by the educational sector are manifold. Demographic transformations, escalating financial pressures, the rise of online learning, funding deficits, diminishing enrollments, international relations, and lack of effective and meaningful alumni engagement are all impacting the future viability, relevance, and success of educational institutions. Traditionally, CRM and rules-based solutions, which were touted as solutions, have failed to deliver. These solutions are human dependent, time-consuming, and only useful as an expensive repository of data. They are hard to customize or upgrade and not meant to analyze large chunks of data across multiple dimensions quickly and autonomously.

In such a challenging scenario, how can institutions revolutionize the student enrollment experience and breathe new life into alumni engagement efforts? Moreover, how can cutting-edge technologies such Artificial Intelligence (AI) and Machine Learning (ML) be harnessed to create a seamless, effective, and personalized experience for both students and alumni?

Through this whitepaper, we embark on a journey to unravel the complexities of the educational landscape and how, HigherEdAi, our pre-built AI and ML solution, leverages deep data insights to drive a transformative change—one where enrollment soars, engagement thrives, and alumni connections endure.



How can AI and ML create a seamless, effective, and personalized experience for students and alumni?



Navigating The Campus Conundrum

In the educational landscape, institutions encounter a spectrum of challenges spanning student enrollment, alumni engagement, and generic issues. Demographic shifts and the struggle to foster student engagement present hurdles specific to enrollment. Alumni engagement grapples with funding shortages and declining enrollment rates. Meanwhile, overarching challenges encompass technology investments and integration, rising educational costs, global competition, the surge in online learning, and the imperative to align academic programs with evolving industry demands.



Generic challenges

Technology investment and integration

Many institutions grapple with the dual challenge of cautious technology investment and the abundance of generic solutions claiming to cater to higher education, making it imperative to navigate wisely through a sea of options.

High educational costs

Costs of tuition and the mounting concern over student debt create financial barriers that influence enrollment decisions. In addition, employers encourage their employees to take various online certifications regardless of their academic track record.

Rising competition

Fierce competition including flexible overseas and affordable online channels requires a differentiated approach to capture the attention of new students and the loyalty of enrolled students.

Online learning options

The surge in online and remote learning options demands institutions to adapt swiftly to new educational channels and formats.

Employability concerns

Need to prioritize employability with programs that meet the needs of the dynamic job market, bridging academia and industry demand.



Challenges in student enrollment and engagement

Demographic shifts

Shifting population dynamics and changing overseas student demographics challenge the current approach to attracting and retaining a diverse student body.

Student engagement

Difficulty in creating dynamic campus cultures and ensuring strong support services essential for students' academic and personal success.



Challenges in alumni engagement

Scaling to a broader donor base

Donor engagement strategies need to change from targeting a handful of large donors to a large pool of new and small donors. This is challenging due to the unavailability of specialized tools to effectively target, segment, personalize, and engage new donor persona at scale.

Lack of digital alumni discovery and engagement

Insufficient digital tools and strategies hinder the effective discovery and engagement of alumni, highlighting the need for innovative digital initiatives to strengthen connections and boost engagement.

Navigating digital clutter

Colleges face the challenge of competing for attention amid various social media platforms, clubs, associations and affinity groups, prompting the need for fresh strategies that are distinctive and identifiable in today's multi-channel digital landscape.



HigherEdAi: Revolutionizing Student Enrollment And Alumni Engagement

In crafting an ideal solution for the education sector, ease of use, compatibility with the existing software systems and data sources, and scalability are paramount. The solution should be user-friendly, seamlessly integrated with diverse data sources and types, and not depend on data scientists and analysts to draw deep, meaningful insights. This is only possible if the solution is powered by advanced technologies such as AI and ML. However, that path is not without challenges—two-thirds of AI and ML models falter and are prone to risks. This is where ElectrifiAi's pre-built ML models emerge as the perfect antidote to the challenges plaguing this sector.

For years, ElectrifiAi has been at the forefront of crafting advanced, next-gen pre-built pluggable, and scalable solutions powered by AI, ML, and NLP for Fortune 500 to mid-sized enterprises. Among our flagship offerings for educational institutions stands **HigherEdAi**, a fusion of **StudentAi** for student enrolment and engagement, and **AlumniAi** for managing the entire alumni lifecycle with enhanced engagement capabilities.

HigherEdAi revolutionizes student acquisition through advanced segmentation and dynamic campaign management. Championing engagement, we leverage ML insights to identify advocates, while alumni targeting and engagement ensures personalized, effective communication. What sets us apart? Effortless integration, no need for new platforms, and the promise of going live in just 6-8 weeks, paying only upon achieving KPIs. Welcome to a future where solutions meet innovation. Take a look:



Student enrolment and engagement capabilities

Advanced segmentation using precise, multi-dimensional categorization generated using pre-built ML for enhanced student acquisition.

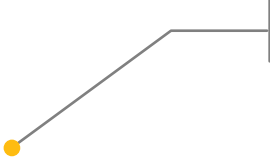

Champion acquisition & engagement using ML insights to identify and nurture advocates among college staff and alumni.

Social media campaign optimization using ML models to find ideal influencers and timing for targeted content outreach.

Dynamic campaign management with ML-driven personalization for optimized student acquisition, adapting strategies from feedback.

No new platform or consultants needed— go live in 6-8 weeks and pay upon achieving KPIs.





Achieve precision segmentation and targeting, personalize engagement, and discover alumni champions in 6-8 weeks with HigherEdAi.



Alumni lifecycle and engagement capabilities

Alumni targeting based on demographics, prior contributions, and preferences to ensure personalized and effective communication and tailor engagement strategies effectively.

Identify champions who support fundraising and leverage their influence to attract new alumni and supporters to fuel partnerships, driving fundraising success with referrals.

Alumni engagement analyzes alumni preferences, behaviors, and past engagements to tailor effective campaigns, events, and opportunities for personalized communication.

Effortless integration ensures there is no need for expensive consultants or new platform rollouts, and can be plugged, played, and pushed live immediately.





HigherEdAi Unplugged: Unparalleled Advantages Revealed

HigherEdAi isn't just a solution; it's a paradigm shift. By harnessing the power of AI, it analyzes vast datasets from diverse sources to deliver actionable and meaningful insights, empowering institutions to make informed decisions and drive impactful change. Easy to implement, scalable for all sizes, and offering effortless modernization, HigherEdAi is always ready to plug, play and go live. Institutions can now pay only for outcomes, ensuring a tangible 5x ROI within 6-8 weeks. Unleash the power of AI without the hefty price tag—welcome to a future where innovation is accessible, results are guaranteed, and costs are redefined.

Pay only for outcomes

We put our money where the math is. Pay us only when your KPIs are met

Guaranteed 5x ROI in 6-8 weeks

Get tangible value in record time. No more waiting for months or years for uncertain results

Plug, play and go live

Hosted on-premise or as a service, requires no expensive consultants, and is ready to go live

Scalable for businesses of all sizes

Caters to Fortune 5 to mid-sized enterprises across diverse industries

Effortless modernization

Seamlessly upgrade without ripping, replacing, or migrating from existing environments

10x Lower costs of Data Science

Build vs buy, Faster, Better, Cheaper. Less cost, less risk

Start seeing results in 6-8 weeks with guaranteed 5x ROI

Connect with Us Today and Unleash the Full Potential of Your Data!

ElectrifAi

ElectrifAi's pre-built Machine Learning, NLP, and Computer Vision software products solve high-value business problems with guaranteed 5x ROI in 6-8 weeks. We call this transformative impact as Consequential Ai. Our products help you drive top-line revenue growth, improve operational efficiency and reduce risk, while you pay only when your KPIs are met. We partner with a diverse range of clients—from Fortune 500 to mid-sized enterprises—transforming their data into a strategic weapon to drive enterprise growth and profitability.

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