



DATA

Information

Insight

Strategy

ACTION

**The Business Issue**

Faced with disconnected support processes, various technologies, and fragmented student interactions, PennFoster recognized that they needed to reframe the manner in which they facilitated a positive student experience. From recruitment, through student services, financial aid, and alumni development, the university decided to retool the entire process. With siloed applications for phone, chat, email, student portal and the university knowledge base, the technology landscape was not supportive of effectively handling incoming requests and the responses students demanded. Furthermore, the channels in which students wish to engage were not fully developed to achieve desired results.

PennFoster reevaluated its student experience and sought a unified, consolidated platform where all student interactions can be managed across each department. The university selected Oracle Service Cloud as the primary solution to drive their new goals, and AmberLeaf Partners to architect the future state capabilities.

**The AmberLeaf and Oracle Service Cloud Solution**

Starting with chat and email interactions, AmberLeaf evaluated the fragmented channels the university had in its current state, and developed consolidated processes to begin building a unified record of student interactions. However, to support student requests, the university needed to revisit the manner in which it had to curate, author and approve content to empower university personnel to best answer student questions. As a result, they pulled various knowledge base sources, articles, and content into the single Oracle Service Cloud platform. While this supported departmental resources at the time of answering an interaction, the university wanted to extend the new robust knowledge base externally to allow each student the ability to self-serve. By deploying a pixel perfect student portal using Oracle Service Cloud, students are now able to easily search, view and consume relevant answers to their most common questions. They are also able to easily provide feedback to university staff as they seek further assistance. Through the Oracle Service Cloud portal, the university extends its channel reach allowing questions to be submitted online. To complete their multi-channel objectives, the university is tying in the phone channel by tightly integrating their employee Oracle Service Cloud desktop with the leading cloud based communication provider, Five9.

**Oracle Service Cloud  
Higher Education  
Solution**

- Multi-Channel consolidation into one unified desktop
- Cross Department communication
- Issue Management / Resolution and data collection
- Knowledge Management and Web Self Service
- Dynamic and Robust Reports/Queries
- Mobile friendly Constituent Interface
- Administration and Management Tools
- Robust Search Capability

AmberLeaf has helped the university through their evolving journey by defining new processes and operational procedures for their multi-channel strategy, we have collaborated with key staff to assure their specific requirements are being met by the future state solution, we have configured and integrated critical student data from university systems, and we have developed the training program to educate departmental staff on meeting the ever changing demands of their students. As a result of our efforts, the flexibility of Oracle Service Cloud, and the vision of PennFoster, the university is now able to easily facilitate positive student experiences across each department, channel and device.

AmberLeaf ([www.amberleaf.net](http://www.amberleaf.net)) combines strong business and operational planning with innovative software solutions from Oracle Service Cloud ([www.oracle.com](http://www.oracle.com)) to ensure our client base serves the right customers in the right ways to generate the greatest return. To learn more about how AmberLeaf can help your company improve customer experience increase its sales success, contact us at 312.474.6120, or [info@amberleaf.net](mailto:info@amberleaf.net).