



# ***Think Beyond***

## SWPS University - Recruitment & Admissions Digital Transformation

salesforce

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# SWPS UNIVERSITY

## RECRUITMENT & ADMISSIONS DIGITAL TRANSFORMATION

### CUSTOMER OVERVIEW

SWPS University of Social Sciences and Humanities (SWPS University) is a leading higher education institution in Poland, excelling in Psychology, Law, Language Studies, Literature and Culture Studies, Media and Communication Studies, Management, and Design.

University Stakeholders decided to include into a plan of digital transformation of University - a modern CRM solution to establish world class Customer Experience for their candidates for study during recruitment and admission processes. The new solution should also transform existing manual and paper based processes in Recruitment & Admissions Offices placed in 6 Campuses located across country.



### CUSTOMER COMPANY PROFILE

LOCATION:	<i>HQ - Warsaw, Poland</i>
EMPLOYEES:	<i>1500+ of Employees, 17000+ Students</i>
INDUSTRY:	<i>Higher Education</i>
SOLUTION	<i>Service Cloud, Lightning Platform, Integrations, Data migration, Reporting, Process automation Process digitalisation</i>
GO LIVE DATE:	<i>06 June 2019</i>



## Challenge

SWPS was challenged every year with more than 25k+ applications from candidates for study. Applications were managed in old legacy VBA system without possibility to steer of a process and the existing web portal for data capture from candidates was very limited in functionality. Communication between recruiters and candidates was held by individual mailboxes and phones. The same situation existed in communication with Dean's Offices, Bursar's Office and didactic employees involved in assessment of applications for the higher years of study. Traditional paper documents were causing a lot of manual work for Recruitment & Admissions Employees and candidate's self service during process was very limited.

## Solution

- Modern Recruitment Portal for Candidates directly integrated with Salesforce.
- Recruitment Portal implemented in RWD serving full functionality on computers and mobile devices.
- 360 degree view on Candidate and hers applications, experience, documents and communication history.
- Case management for requests sent to general email addresses by candidates and prospects
- Case management for application requests sent by candidates from recruitment portal (like tuition refund requests, etc.).
- Flexible configuration of recruitment processes, documents and experience requested from candidates during recruitment process.
- Powerful reporting presenting current status of recruitment campaign.
- Automation of communication process with candidate (up to 200 automatic notifications sent by Salesforce).
- Integration with legacy Study Information Systems.
- Digital study agreement solution implementation.

## Results

- +20% growth of candidates admitted for study.
- Better customer experience for candidates and higher level of self service during whole process.
- Less paper involved in process and less manual work.
- Consistent and monitored communication with candidate and between different departments and offices involved in the process.
- Huge amount of data in one place served in effective way to help make decisions and analyse situation on different levels (from single candidate thru course, faculty, campus to the University level).
- Shortened process from registered candidate to the admission decision.
- University recognised as modern institution on the market.
- First fully digital recruitment process for study thanks to the digital study agreement implementation.
- Better management of qualification interviews and exams.

## CUSTOMER APPEXCHANGE REVIEW

Katarzyna Ksenicz, SWPS  
Head of International Admissions Office

*"I highly recommend ThinkBeyond's well-selected and highly capable team, who supported me and my team through significant change processes during our process at SWPS University. Since then, ThinkBeyond continues to impress me with high communication skills, vast knowledge and incredible dedication to meaningful work. I found their insight and advice invaluable, particularly when dealing with some of the challenges that my team faced within a complex environment. If you are serious about change and SF, talk to ThinkBeyond."*