

# FINDING THE RIGHT PROGRAM FIT



Capgemini helped a university target students with relevant course offerings based on advanced web analytics and a 360-degree view of users

## The Challenge

A university in Australia was experiencing challenges with its enrollment platform. It wanted to ensure that prospective students had the ability to make informed decisions and easily navigate the programs offered by the university. The current enrollment process was lengthy and inconsistent, leading to a significant number of potential students leaving the site without completing their registrations.

## The Solution

Capgemini worked with the university to implement a new portal designed with the potential student in mind, stressing a theme of “sense of belonging” in a personalized and seamless registration journey for the user. Integrating Adobe Experience Manager with legacy social listening tools and Salesforce provided the university with audience segmentation and usage patterns. The newly optimized website generated and sent offers to students based on behaviors and interests.

## The Outcome

Simplifying and streamlining the customer journey allowed the university to reduce the number of relevant pages from 3,500 to just 500. This new journey contributed to a 21 percent increase in conversion rate—resulting in a potential \$20 million increase in revenue.

21%



CONVERSION RATE

\$20M



POTENTIAL REVENUE

TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

ADOBE ANALYTICS

ADOBE CAMPAIGN

### About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion (about \$21 billion USD at 2021 average rate).

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