

Student Recruitment and Enrollment as a Service

Education Business Unit



Abstract

As the COVID-19 pandemic has introduced educational institutions to non-conventional methods of teaching, prospective students across the globe are looking for boundaryless access to education. Educational institutions are looking to automate their end-to-end processes to truly transform into digital entities. A solution that leverages next-gen technologies, digital platforms, and physical assets to streamline operations and provide hyper personalized education can support and enable institutions to transform the teaching and learning experience.

TCS' Student Recruitment and Enrollment as a Service offering enables educational institutions to achieve their target enrollment ratios. This is facilitated by transforming enrollment processes using digital technologies, thus streamlining and enhancing students' experience.

Overview

With the COVID-19 pandemic accelerating the adoption of the remote education model with cloud-based solutions, education has become more feasible, easily accessible, attractive, and effective. Consequently, institutions have sharpened their focus on digital transformation to reimagine their operations across the student lifecycle. Moreover, as the demand for lifelong learning increases exponentially across the globe, there is a need to make education affordable for all and reduce the cost burden on students.

TCS' Student Recruitment and Enrollment as a Service offering helps educational institutions achieve the target enrollment ratio across programs, campuses, and geographies without any limitations. It enables real-time analytics at any point in the enrollment cycle and administers campaigns to provide an overview of the institute's profile to positively influence lead generation, engagement, and enrollment. By providing capabilities for each stage of the enrollment process, from application management and document verification to student background verification and offer letter management, TCS' offering ensures a seamless recruitment process for students and institutions.



An Overview of TCS' Student Recruitment and Enrollment as a Service

Our solution

TCS helps with:

- **Strategy and planning:** Leverage technology to design the course structure and make it more immersive and attractive. Design, build and configure website, web content management tools, and digital media channels, and determine segment-wise focused campaign outreach to generate awareness and facilitate interaction with prospective students.
- **Demand generation:** Manage leads and maximize student interest by deciding content, channel(s), and partners, and following up with prospective applicants. Facilitate student or parent counseling with in-bound or out-bound calling to connect with applicants and help them make decisions based on their profile strengths.
- **Enrollment process execution:** Facilitate the application process, from verification of the form to offer letter management, through support and contextual information. Ensure full visibility for students by notifying them about their admission status as and when required.

Benefits

With TCS' Student Recruitment and Enrollment as a Service, educational institutes can:

- **Implement a truly digital campus:** Leverage digital capabilities for blended on-campus and off-campus learning with a digitally enabled and student-centric environment and provide personalized experience by acquiring a single view of the customer (students, in this case).
- **Nurture a multi-channel brand:** Design best-in-class branding assets by leveraging advanced digital technology to administer outreach campaigns and expand the institution's brand presence and footprint across the globe.
- **Simplify the enrollment process:** Counsel, engage, and track prospective students to deliver a high ratio of admissions to leads with a continuous engagement of prospective students from lead to closure.
- **Reduce enrollment costs:** Enable a superior stakeholder experience with simplification and standardization of user experience during the enrollment and admission process while reducing the costs of enrollment.

Why TCS

By partnering with TCS, educational institutions can leverage the following differentiators:

- **Investment in education:** TCS is committed to providing students with continued access to education through cutting-edge technological solutions. With 1.3 billion students impacted by pandemic induced school and university closures, we ensure a seamless digital learning experience for all our partners.
- **Focus on research and technology:** TCS has partnered with 180 universities across the globe as part of its co-innovation network (TCS COIN™) to build the future of education and research. Our core strengths in technology and innovation help businesses overcome operational challenges, creating exponential value for all stakeholders.
- **CoE led delivery excellence:** Leveraging its Location Independent Agile philosophy, TCS delivers services, round the clock, the world over, while maintaining supreme quality. We have invested in creating exclusive centers of excellence (CoE) across technologies and domains to help our customers gain the best practices adopted across multiple industries.
- **Domain expertise:** TCS iON™ is predominantly focused on building digital technology solutions to transform the field of education. With 95% of India's high-stake academic assessment serviced by TCS iON, we help enable the technology best suited to your organization to deliver a seamless learning experience.

Awards and accolades



Contact

Visit the www.tcs.com/education page on <https://www.tcs.com>

Email: Education.Advisor@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has 592,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$25.7 billion in the fiscal year ended March 31, 2022 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index.

Visit www.tcs.com and follow TCS news [@TCS](https://twitter.com/TCS).