



INSTITUTIONAL PROFILE

University of Hawaii at Manoa is the largest and oldest of the 10 University of Hawaii campuses and offers hundreds of graduate and professional degrees; total enrollment is over 13,000.

"Because of the enhancements to our processes and akaCRM's help to implement both Salesforce and Pardot, University of Hawaii at Manoa had the highest Freshman enrollment ever."

Ryan Yamaguchi, Director of Admissions

CHALLENGE

- The volume of students and lack of access to prospect engagement details made it impossible to communicate strategically with prospective students who had expressed interest.
- Manual data entry created inefficiencies for the Admissions team.

SOLUTIONS & RESULTS

With the help of akaCRM, University of Hawaii implemented Salesforce and Pardot creating visibility to student interactions and engagements. This allowed the Admissions team to automate targeted communications based upon individual behaviors and interests. Integrating Salesforce with Banner eliminated manual data entry, saving time and creating an efficient process.

PRODUCTS USED

- Salesforce EDA
- Pardot
- Dataloader.io
- Reports/Dashboards

SUBSEQUENT ENGAGEMENTS

- Expansion to 2 additional Colleges + Community College System
- Pardot Business Units
- Ongoing Support
- Advisory Services



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