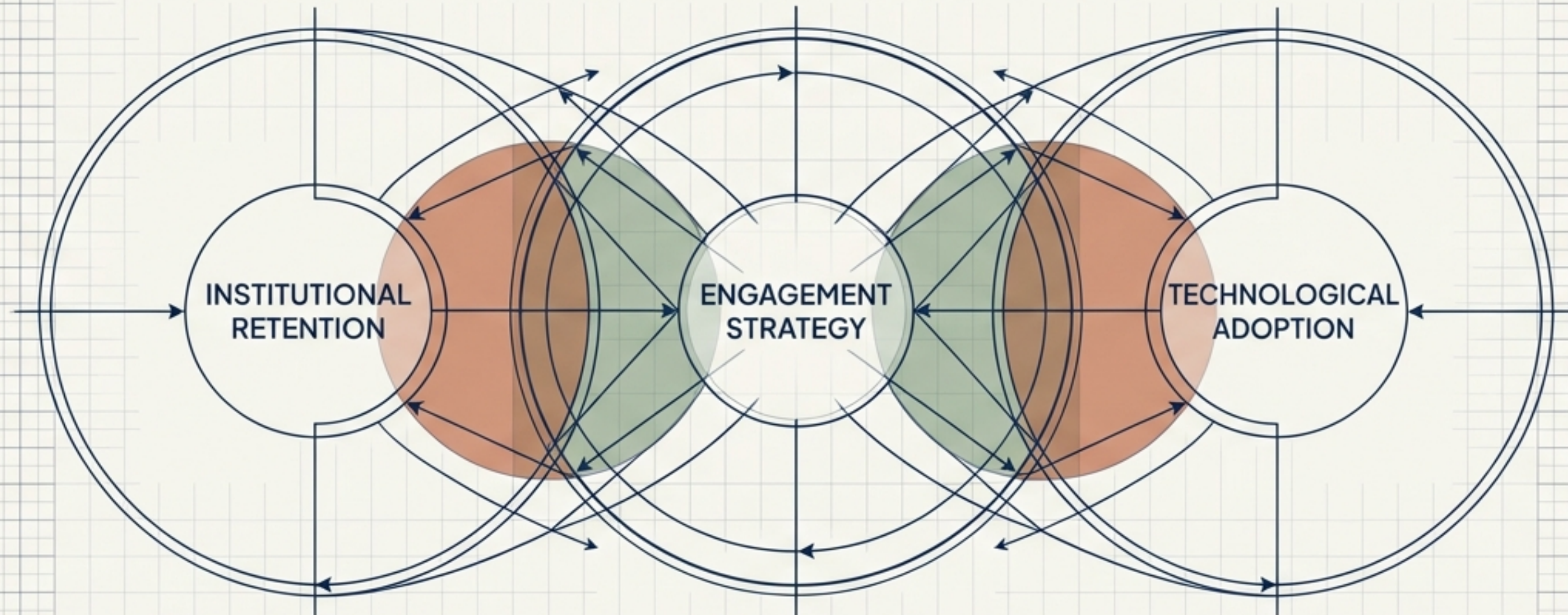
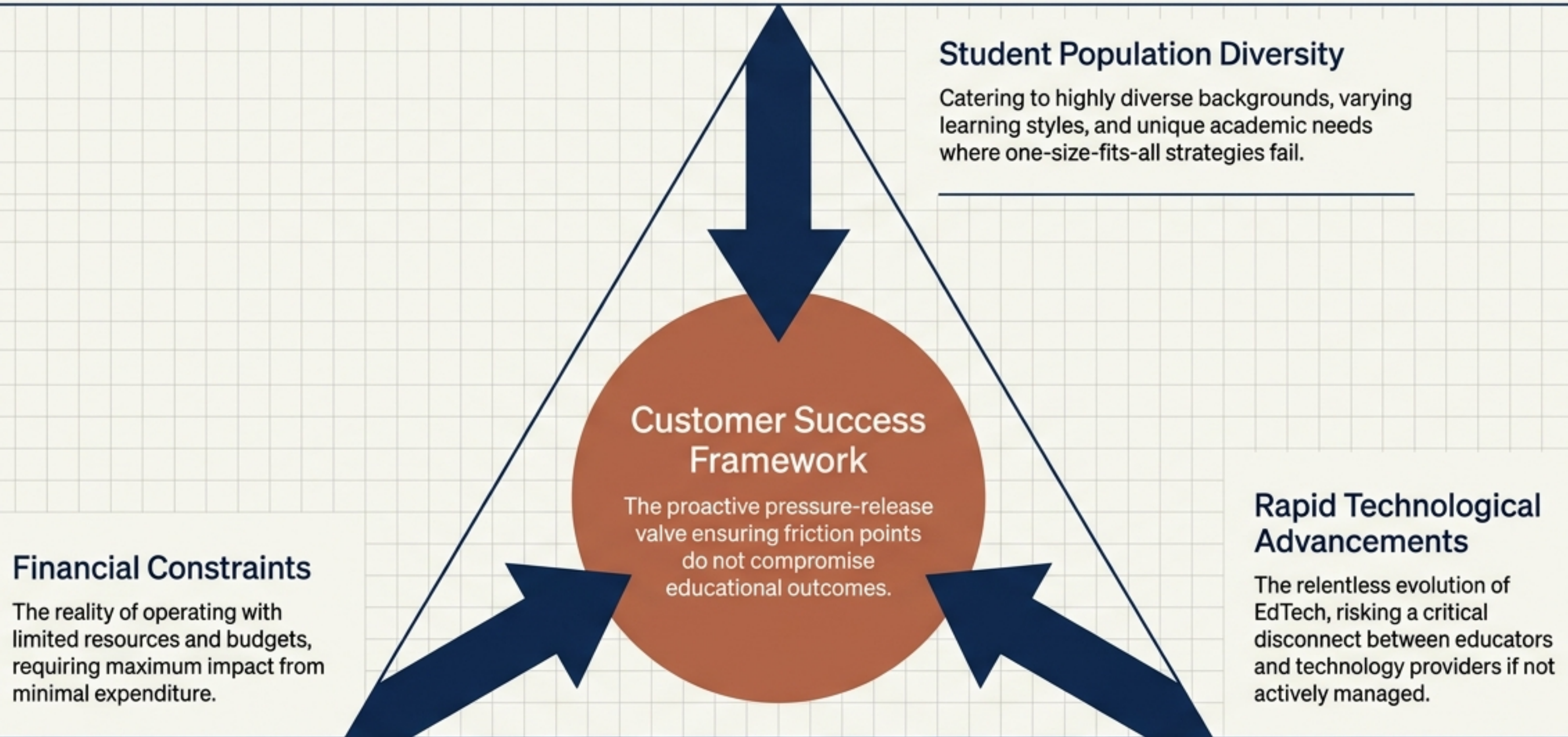


ARCHITECTING CUSTOMER SUCCESS IN EDUCATION

A strategic blueprint for transforming institutional retention, engagement, and technological adoption.



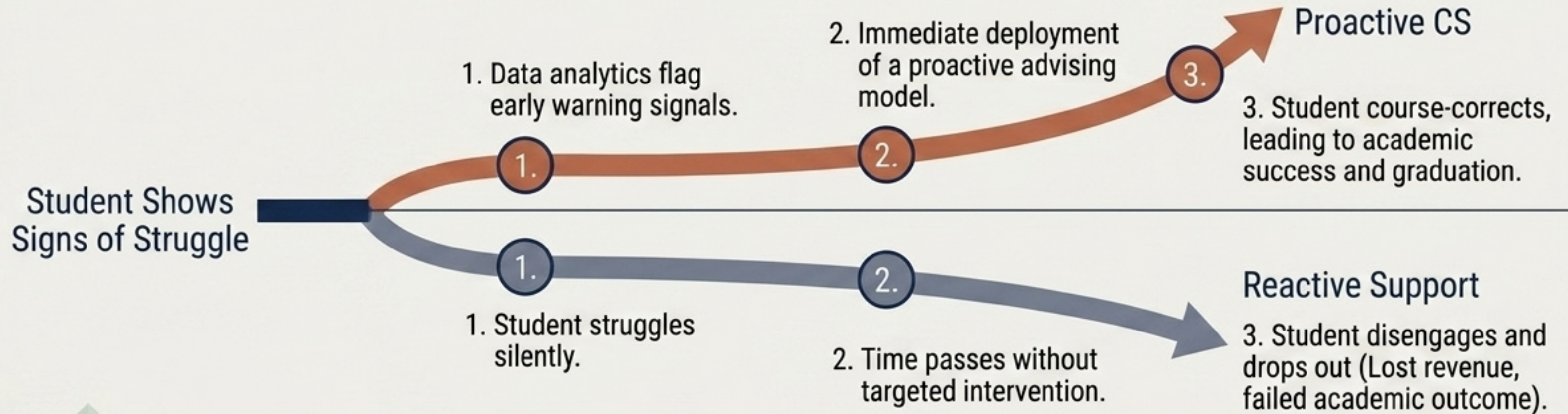
The Forces Compressing Institutional Resources



Adapting the Playbook Across the Educational Ecosystem

Students	Academic persistence and diverse learning needs.	Adaptive learning tech, personalized resources, and early proactive support.	Sustained engagement and academic retention.
Educators	Integrating rapid tech advancements into teaching practice.	Targeted professional development, instructional design workshops, and dedicated support.	Enhanced teaching efficacy and a supportive classroom environment.
Administrators	Siloed departments and operational inefficiencies.	Implementing collaborative systems and streamlined communication networks.	A cohesive institutional culture and optimized operational workflows.

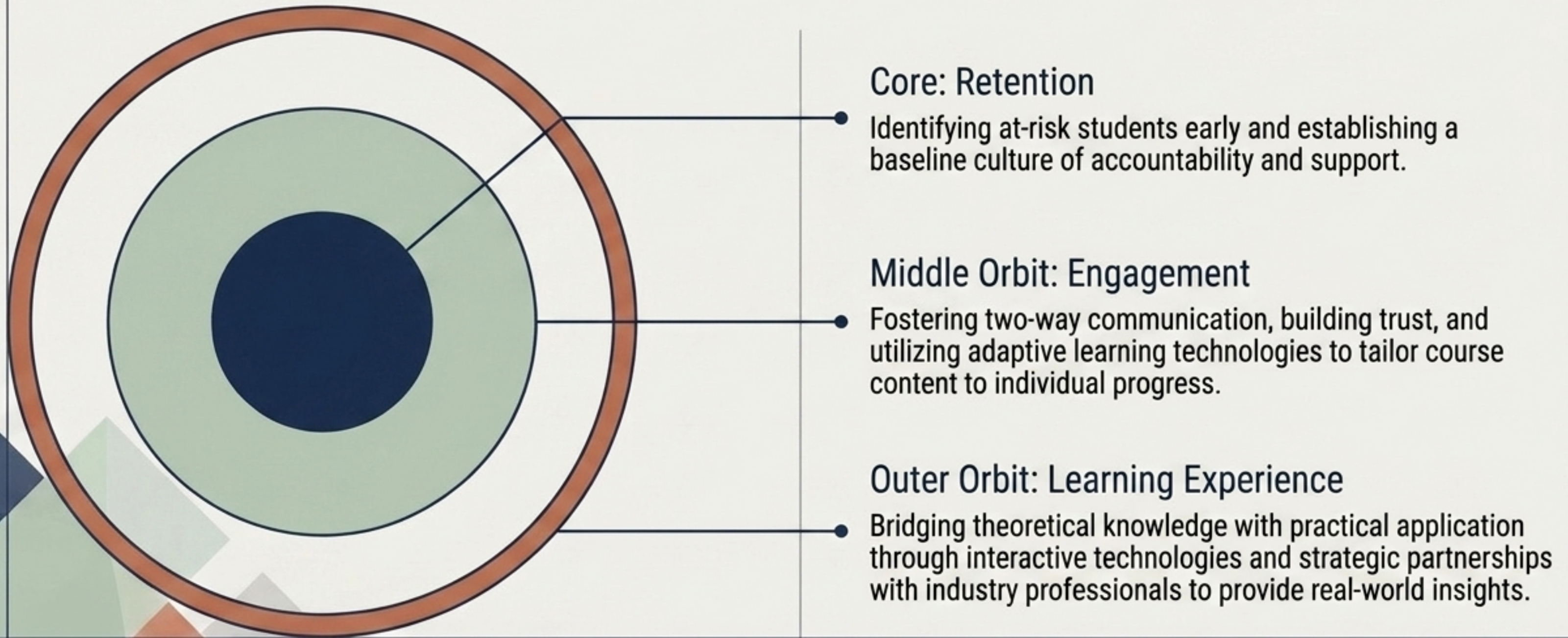
Shifting from Reactive Support to Proactive Intervention



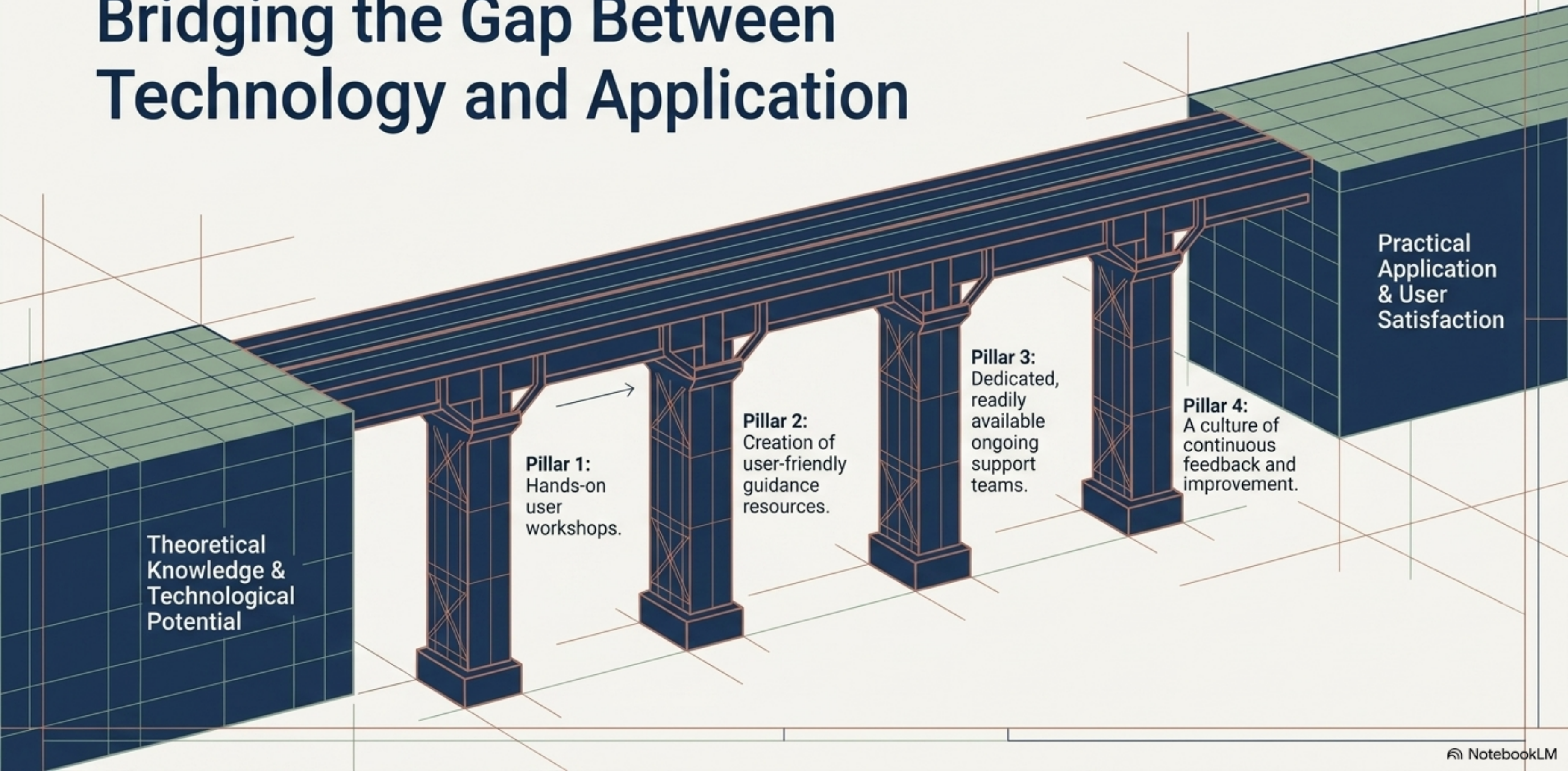
The Georgia State Benchmark

By replacing reactive support with proactive advising driven by data analytics, Georgia State University identifies at-risk students early, leading to significant, measurable increases in graduation rates.

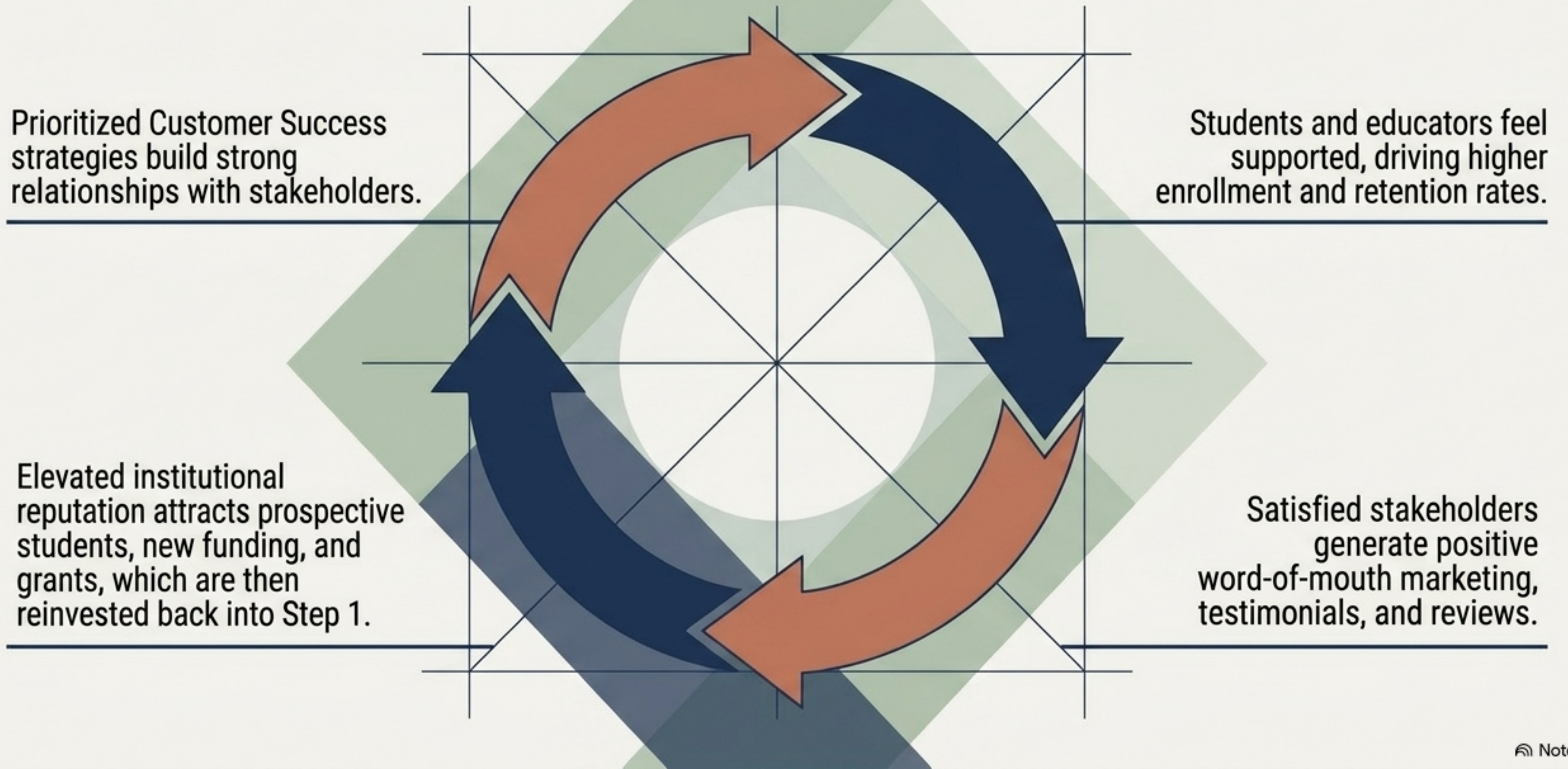
Building the Foundation for Transformative Learning



Bridging the Gap Between Technology and Application



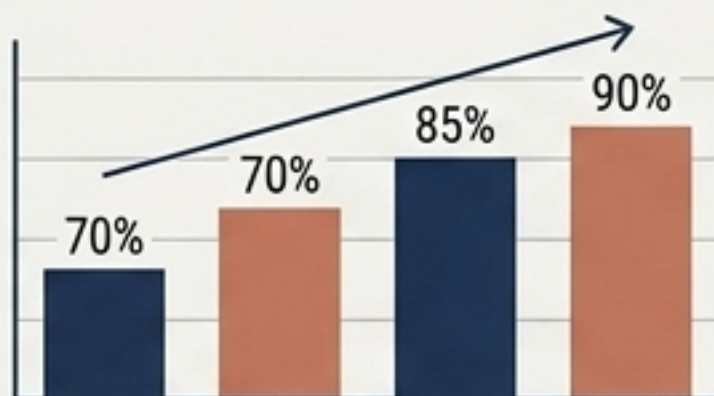
Customer Success as a Revenue and Reputation Engine



Measuring Educational Success Through Dual Lenses

The Quantitative (The What)

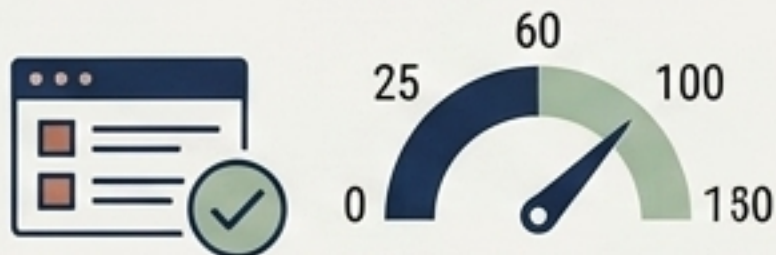
Student retention rates



Course completion trajectories



Platform engagement and usage levels



The Qualitative (The Why)

“



Satisfaction survey results

Overall satisfaction score: 4.5/5, indicating positive sentiment and identified areas for improvement.



”

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Focus group insights

Themes: Need for more personalized content and enhanced peer-to-peer interaction.

”

“



Direct educator and student interviews

Key Takeaway: Platform flexibility and intuitive interface significantly impact daily usage and perceived value.

”

True customer success requires combining both datasets to make data-driven decisions and deeply understand the context behind user experiences.

Validating the Model Through Institutional Impact

Georgia State University

The Tactic:

Deployed a proactive advising model leveraging deep data analytics to identify at-risk students before disengagement.

The Outcome:

Delivered targeted, early support that directly resulted in significant, measurable increases in graduation rates.

Purdue University

The Tactic:

Launched the 'Purdue Moves' initiative, placing customer success at the center of strategic planning to prioritize student engagement through innovative programs.

The Outcome:

Achieved a distinct rise in overall student satisfaction, driving long-term institutional growth and retention.