



## Leveraging Alumni Engagement with e2s Connect

### Introduction

A dynamic, reputed University nestled in Singapore set its sights on transforming alumni engagement. With an ever-expanding network of graduates, the University aimed to foster enduring relationships and build a vibrant alumni community and make them central to the lives of current students.

### The Solution: e2s Connect

The University went on a search to find a solution that would suit their needs to track their alumni network meticulously and engage them diligently. They were impressed by the robust features of e2s Connect, a versatile alumni engagement software platform that ended up revitalizing their alumni engagement and expanded the alumni database by an impressive 50% within just one year.

### The Challenge: A Fragmented Approach

The University's Alumni division faced significant hurdles. They juggled Excel spreadsheets for alumni database management while navigating through disjointed systems for event coordination, community building, and networking. Manual tracking of volunteering efforts added another layer of complexity. This fragmented approach hindered their ability to maintain an updated alumni database and engage them effectively across various platforms.

- gives alumni opportunities to partake in the campus events and initiatives
- facilitates a vibrant bidirectional communication between the advancement team and the alumni
- gives a holistic view of alumni engagement to the staff via a real-time 360 Alumni View
- It provides various features such as job board, mentoring, alumni fundraising, communities, networking, volunteering, and much more.

### **A Unified Alumni Database**

e2s Connect empowered alumni to take control of their profiles, allowing them to update their details and strengthen their bond with the alma mater. This centralized database became the cornerstone for personalized and effective communication strategies among alumni, while facilitating a vibrant bidirectional communication between the University's advancement team and the alumni.

### **Tailored Communication Strategies**

Harnessing the power of e2s Connect, the Alumni team crafted tailored communications that kept alums abreast of the latest events, any discounts, short courses, and job opportunities. It would also include updates on networking opportunities, annual dinners, and much more. This personalized approach resonated with the alumni, enhancing their engagement and involvement with the University. The mobile app, part of e2s Connect offering, customized for the University amplified alumni engagement by bringing the alumni community together through networking and personalized notifications along with lifelong learning resources.

### **Social Media Sign on**

To simplify the process and alleviate the struggle of remembering passwords for alumni, we implemented social media sign-on, ensuring hassle-free access to the platform. This enables alums to log in using their social media handles linked to their profiles. This not only saves time but also ensures that they can spend more time on the platform.

### **Streamlined Event Management**

The University embraced a centralized and comprehensive event registration and management platform through e2s Connect. This streamlined approach translated into more impactful events with higher attendance rates, aligning perfectly with the University's vision of fostering a vibrant alumni community.

### **Building Cohesive Alumni Communities**

e2s Connect introduced interest and industry-based cohorts, enabling alumni to connect with like-minded professionals and peers. This facilitated meaningful conversations, mentorship opportunities, and career growth across various sectors, adding value to the alumni experience.

### **Boosting Volunteering**

With the intuitive features of e2s Connect, the Alumni team significantly enhanced their efforts to boost alumni participation in volunteering opportunities. The University advancement team curated a structured list of volunteering programs, making it simpler for alumni to explore options such as guest lectures, teaching programs, and event organization roles (e.g., sponsor, organizer). Alumni could easily select events and sessions of interest, registering through their mobile app or portal, with acknowledgment based on their credentials or proficiency. Regular updates and targeted communications inspired alumni to contribute their time and expertise, fostering a sense of engagement and community involvement.

### **Facilitating Professional Networking**

The platform's chat feature proved to be a game-changer, empowering alumni to participate in meaningful conversations, exchange industry insights, and connect with professionals and industry leaders. Additionally, alumni could maintain their profiles with the latest information, allowing them to share their profiles with fellow alumni for professional networking purposes. This feature facilitated the growth of their professional networks and created avenues for new opportunities to emerge.

## The Impact: A Flourishing Alumni Community

The synergy between e2s Connect and the University's forward-thinking approach yielded remarkable results. Through streamlined processes, tailored communication strategies, and enhanced engagement initiatives, the University successfully nurtured a thriving alumni community that continues to grow and flourish.

## Conclusion

The transformation journey with e2s Connect exemplifies the power of innovative Alumni Engagement CRM solutions in elevating alumni relationships and fostering community spirit. As the University continues to build upon this success, the future looks promising, with endless alumni engagement and collaboration possibilities.

### Impact Summary



**4x** increase in the number of alumni events organized



**5x** increase in the number of alumni sessions



**2x** increase in alumni attendees for events



The number of App Installs increased by **20%**  
(1500 Android, 800 Apple users)



The number of Active users on the App increased by **40%**  
(1473 Android, 689 Apple users)



The number of Active users on the Web portal increased by **25%** (4291)

## It's All About Student Experience!



### e2s Recruit

Automate Marketing and Admissions



### e2s Retain

Engage and Serve your Students Better



### e2s Connect

Nurture your Alumni

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