Solution Overview

Cognizant® Digital Education Enablement

Creating and delivering online university programs that improve student experience, outcomes and enhance institutional efficacy
Online programs are becoming a staple of higher education. But how do you create the right experience for the student that will be academically valuable and financially viable?

Choose a partner that can bring leading enterprise scale digital strategy, delivery and management combined with deep education sector experience to drive transformation.

As the employable population shifts rapidly from Baby Boomers to Millennials, there is a gradual decline in traditional enrolment in colleges and universities. Anytime and anywhere digital learning is becoming prevalent, shifting the focus from having the right degree to having the right competency to meet employer expectations. The emphasis is on making the consumer a lifelong learner.

The value proposition for institutions is also changing, as they address the dilemma of preserving a trusted educational model while they embrace the changing expectations of the digital era that is shaping the pace and way in which the generation today wants to learn.

Students are savvy consumers who come with their own digital world experience and expectations. They have more academic options, and competition among education institutions to acquire high quality students who will stay the course to completion is fierce. This means that addressing the needs of student experiences and employable competencies are critical success factors in attracting and retaining students.

Winning their business requires that you provide high-quality programs that will give them the skills employers are looking for. But it also demands that you use sophisticated digital marketing and analytics to advance the brand value of your institution and offerings. Today, student acquisition is the highest cost of an online degree program, which can run into thousands of dollars per student depending on the program and brand awareness of the institution.

To compete, the online program management solution the Institution choose needs to derive insights from student expectations and blend into future experiences for the emerging student, while meeting the administrative needs of the institution and faculty. Underpinning engaging educational content, a seamless user experience, and precision-targeted marketing at scale, you need a partner you can rely on 24/7, 365 days a year. That expertise can be hard to find in the educational space.
Cognizant has the digital expertise and education sector domain knowledge to help you transform student experience, lower cost of acquisition, help increase enrollment and reduce break-even cycles to accelerate your digital vision.

With the Cognizant® Digital Education Enablement Solution, we bring deep business and technology experience to help you define and execute your online program management strategy, and then take it from conception to completion.

We turn insights into foresights, using behavioral and ethnographic research to understand student needs, which would lead to creation of student persona and strategy for pursuit.

In addition to extensive education domain expertise across institutions and education publishing, we bring leading capabilities in digital interactive, content and video solutions that makes us uniquely equipped to help you enhance course quality and improve student learning.

SUCCESS STRATEGIES
Our business consulting group provides market insights that keep tabs on demand, identifies gaps in future skills, assesses the Institution’s expertise, evaluates program feasibility and right delivery strategies such as certification or partnership with enterprises.

ACCURATE TARGETING
Driving enrollment is all about managing a prospective student and setting expectations at every stage of the student journey -- from inquiry to alumni. Cognizant’s agency in a box approach to Institutions enables them to partner with a unified group of experts who manage and run campaigns, optimize student searches, operationalize marketing services and improve funnel efficiency using analytics.

Our marketing service is fully inclusive and features:
- A brand communication plan
- Search engine optimization
- Lead generation
- Paid advertising

COMPELLING CONTENT
Ensuring the instructional design and presentation of content does justice to the subject matter is of paramount importance to boost the learning experience and the credibility of education institutions. Our comprehensive in-house content expertise allows for speedy deployment of a high-quality experience that includes:
- Learning design
- Curriculum development
- Content Accessibility
- Digital technologies for Course delivery and Assessments

KEEPING STUDENTS ON COURSE
Once appropriate students have enrolled in a course it’s vital to keep them engaged with a compelling learning experience, and support the student through to program completion.

Applying behavioral science, artificial intelligence and data analytics can help you evaluate not just which students are at risk of dropping out of a course, but also why.

Our predictive models and Cognizant BigDecisions Business Solution platform help devise strategies to detect where attrition needs to be controlled and where learning efficacy needs to be enhanced. The end result is that you maximize student satisfaction and course completion.
**IMPROVED EFFICIENCY**

Our mature capabilities and experience of running large multiplatform development centers enables us to scale to meet your operational expectations with ease. As well as delivering content, we can reduce your time and spend by:

- Automating college applications processes.
- Transcribing evaluations.
- Packaging financial aid.
- Analyzing admissions.

These high-end services are possible thanks to a comprehensive expertise in artificial intelligence, machine learning, robotic process automation, and other game-changing digital technologies.

**SOLID SUPPORT**

Keeping the system up and running optimally for its users is clearly key to success.

Our expertise in interactive marketing, application management, digital engineering, analytics, automation, delivery excellence and system management provide you with everything you need to scale your transformation while improving efficiencies.

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**BUSINESS ADVANTAGES IN BRIEF**

All you need, from strategic advice through to post-course billing.

The Cognizant Education Solution will make your transition to online program management strategy simpler, more cost effective, and better for your students and your institution. We can help you:

- Increase student enrollment
- Improve the quality of online learning
- Shrink student attrition
- Decrease the cost of enrolling students for online courses
- Reduce administration and associated costs
ABOUT COGNIZANT

Cognizant (Nasdaq-100: CTSH) is one of the world’s leading professional services companies, transforming clients’ business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

ABOUT COGNIZANT EDUCATION

Cognizant’s Education practice is a leader in partnering with education institutions and companies to deliver end-to-end technology innovation at scale. We help bridge talent demand with talent supply to provide the skills and competencies learners need to succeed in the modern enterprise. Our deep education industry experience combined strengths of strategy, implementation, operations, content and digital marketing services help improve institutional efficacy, enhance student experience, and drive student success. Visit us online at www.cognizant.com/education.

LETS GET STARTED

To find out how Cognizant® Digital Education Enablement Solution can help ensure your move into online education will add to student satisfaction, academic acceptance, and your institution’s bottom line, contact Cognizant Education practice lead, Kshitij Nerurkar at Kshitij.Nerurkar@cognizant.com.