

**Cognizant**<sup>®</sup>

# **Cognizant Digital Education Enablement**

Creating and delivering online university programs that improve student experiences, outcomes and enhance institutional efficacy.



Online programs are becoming a staple for higher education, even more so as institutions have had to adapt delivery approaches in an unexpected health crisis. But in any scenario, what are the best ways to create an academically valuable and financially viable experience for online students?



**Choose a partner that has a deep understanding of the education sector and can drive transformation by scaling digital strategy, delivery and management.**

As the working population shifts from Baby Boomers to Millennials, there is a gradual decline in traditional enrollment in colleges and universities. Digital learning anytime and anywhere is shifting the focus from having the right degree to having the right competencies to meet employer expectations.

The value proposition for institutions is also changing, to address the dilemma of preserving a trusted educational model, while embracing changing expectations in a digital era shaping how today's generation wants to learn.

### **Shaping the digital experience**

Students are savvy consumers who come with their own digital experience and expectations. They have more academic options, which creates fierce

competition among institutions trying to win high quality students who will complete a full program. For this reason, institutions must address the needs of these students and deliver experiences that attract them, to ensure high retention rates.

Successful institutions provide high-quality programs that give students the skills employers are looking for, but attracting them demands sophisticated digital marketing and analytics to advance your institution's brand and offerings. Today, student acquisition is the highest cost of an online degree program, sometimes totaling thousands of dollars per student, depending on the program and brand awareness of the institution.

To better compete, institutions must choose an online management solutions program that draws insight from student expectations and uses it to design experiences for future incoming classes. This same insight can be used to meet the administrative needs of the institution and faculty. Having a partner available 24/7, 365 days a year makes it possible to deliver engaging educational content, a seamless user experience and precision marketing at scale.



**Cognizant has the digital expertise and domain knowledge to help you transform the student experience, lower acquisition costs, help increase enrollment and reduce break even cycles to accelerate your digital vision.**

With the Cognizant Digital Education Enablement solution, we bring business and technology experience to help you define and execute your online program management strategy—from concept to completion. We turn insights into foresights, using behavioral and ethnographic research to understand student needs, which leads to the creation of a student persona and strategy.

In addition to extensive education domain expertise across institutions and education publishing, we bring leading capabilities in digital interactive, content and video solutions that make 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, identify gaps in future skills, assess the institution's expertise, evaluate program feasibility and deliver the right strategies such as certification or partnership with enterprises.

### **Accurate targeting**

Driving enrollment is all about managing a prospective student's expectations at every stage of their journey—from inquiry to alumni. Cognizant's approach lets you 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 (SEO)
- Lead generation
- Paid advertising

### **Compelling content**

In order to boost the learning experience and credibility of institutions, it is important to ensure that the instructional design and presentation of content enhances the subject matter. Our comprehensive in-house content expertise offers 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 track**

Once the appropriate students have enrolled in a course, it is not only vital to keep them engaged with a compelling learning experience, but also to support them through program completion. Applying behavioral science, artificial intelligence (AI) 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® System of Intelligence Platform help devise strategies to detect attrition risk factors and find areas to enhance learning efficacy. The end result: maximize student satisfaction and course completion.

## Improved efficiency

Our mature capabilities and experience running large multiplatform development centers helps us meet your operational expectations with ease. On top of delivering content, we can reduce your time and costs by:

- Automating college application processes
- Transcribing evaluations
- Packaging financial aid
- Analyzing admissions

Our high-end services are made possible via comprehensive expertise in AI, machine learning, robotic process automation and other game-changing digital technologies.

## Solid support

Keeping the system up and running optimally for its users is the 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 and improve efficiency.

Business advantages in brief

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

The Cognizant Digital Education Enablement solution will make your transition to online program management strategy simpler, more cost effective and better for your students and 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

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## **Let's get started**

To learn how the Cognizant Digital Education Enablement solution can help you move into online education, contact Cognizant Education practice lead, Kshitij Nerurkar at [Kshitij.Nerurkar@cognizant.com](mailto:Kshitij.Nerurkar@cognizant.com)

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## **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 194 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](http://www.cognizant.com) or follow us [@Cognizant](https://www.twitter.com/Cognizant).

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