Student Communications Management

Automated and personalised student communication

Higher Education

RICOH
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Ricoh's Student Communications Management service allows higher and further education institutions to create bespoke content based on student preferences, which can then be printed and posted, or emailed directly to existing and prospective students.

Acquire the best students cost-effectively with bespoke print and online communications

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Personalised prospectuses have helped us increase both the number and quality of student applications.

Director of Marketing and Communications,
Top 50 ranked university

As the number of people applying for higher and further education rises, institutions are looking for more effective ways to attract the best students.
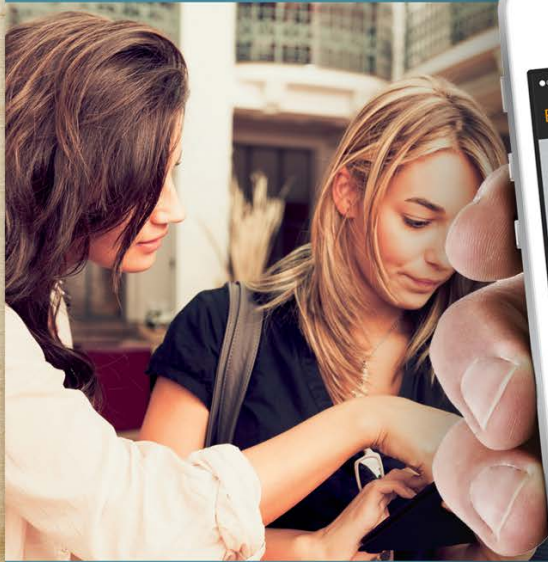
Those looking to further their learning have thousands of education establishments to choose from, so these institutions have to work hard to gain the attention of the brightest applicants.
Ricoh's Student Communications Management service is a simple way of generating personalised content, including introductory prospectuses and open day material. Students enter their academic and social preferences into a ready-made, cloud-based platform, and that data is used to produce relevant content.

Traditional prospectuses are typically 200-300 pages in length. However, if a student states a preference for specific subjects, sports or extra-curricular activities, Ricoh's Student Communications Management can generate a prospectus that focuses on those areas, saving printing time and postage costs, as well as creating a more personal connection with the recipient.

Your personalised prospectus can be integrated with Ricoh's Clickable Paper interactive print technology, which connects printed materials to online resources using image recognition software.

Improve the student experience with relevant communications

Using Ricoh's Student Communications Management solutions, institutions are able to print or email customised documents efficiently, based on each student's preferences. This means more focused content – prospectuses and ongoing correspondence – can be produced, increasing the impact of every communication.

Communications can be amplified further using Ricoh's Clickable Paper, an augmented reality app that lets users capture images of printed pages and directs them to additional online content. This feature also allows existing students to download coursework and upload assets for professional printing in their institution's print room.
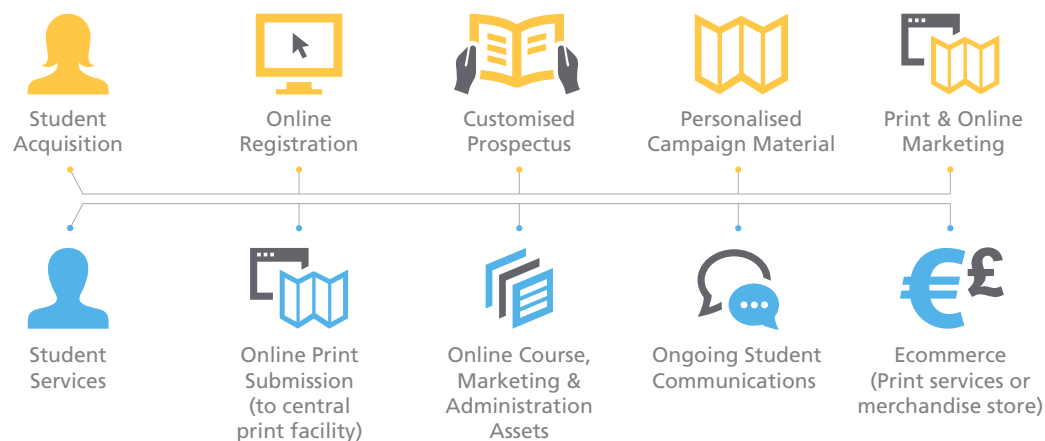
Key Benefits

- Enhanced student experience from acquisition to graduation

- Based in the cloud, so no infrastructure change required

- Configurable to specific requirements

- Attracts and engages the best students with personalised, relevant information

- Saves time and money printing, storing and posting lengthy prospectuses

- Reduce waste

- A smooth transition from paper to online communications

Student Acquisition — Online Registration — Customised Prospectus — Personalised Campaign Material — Print & Online Marketing

Student Services — Online Print Submission (to central print facility) — Online Course, Marketing & Administration Assets — Ongoing Student Communications — Ecommerce (Print services or merchandise store)

Who Benefits?

Chancellors and Deans

target the best students and improve your performance ranking.

Marketing

obtain data on prospective students to facilitate customised communications.

Print Room Managers

gain the workflow to produce tailored student correspondence on demand.

Finance Directors

reduce costs to print, store and post generic materials with limited impact.

Student Services

promote the social and non-academic activities that make your institution unique.

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