

# HIGHER EDUCATION CASE STUDY

A major university needed a more effective means of learning the perception students and staff felt about many on-campus issues with the goal to identify and quickly respond to feedback and improve the education experience.

Tasked to determine student and staff perceptions such as diversity, student development goals, leadership, shared governance, student opportunities, salary competitiveness, and departmental atmosphere, there was a need to:

- 1) BECOME MORE EFFECTIVE WITH GATHERING SAME-VISIT FEEDBACK FROM PARENTS DURING ORIENTATION AND SIMILAR FUNCTIONS.
- 2) INCREASE THE NUMBER OF ALUMNI AND POTENTIAL DONORS TO JOIN THEIR MAILING LIST
- 3) IMPROVE ON CAMPUS STUDENTS AND STAFF INTERACTION, SATISFACTION, AND PARTICIPATION



## THE LOYAL CHANNEL SOLUTION: WHAT WE DID

THE { LOYAL CHANNEL } COMPREHENSIVE SOLUTION ALLOWED THE CAPTURING OF DATA AND HELPED ADMINISTRATION UNDERSTAND STUDENT AND STAFF ISSUES IN ORDER TO FOCUS ON RESOLVING THEIR ISSUES. S ADDITIONAL SOCIAL & HEALTH BENEFITS.

VIA STRATEGICALLY PLACED DISPLAYS AROUND CAMPUS, THE STUDENTS, STAFF AND DONORS WERE ENCOURAGED TO USE LOYAL CHANNEL'S DIGITAL COMMENT CARD, SHARE YOUR EXPERIENCE (SYE), VIA SMARTPHONE TO LEAVE DETAILED WRITTEN FEEDBACK.

90%

INCREASE IN  
FEEDBACK AND  
STUDENT  
INTERACTION

10

IDENTIFY TOP 10 SPECIFIC  
ITEMS AND TRENDS THAT  
STUDENTS COMMENTED  
UPON

55%

REDUCTION IN  
NEGATIVE PUBLIC  
COMMENTS ON  
REVIEW SITES

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