Executive Summary

Challenges

UMASS was unsatisfied with their current transfer tools, and felt students were not receiving clear answers to the question "How will my questions transfer to UMASS?" They were also frustrated with the implementation process of their previous vendor.

Solution

UMASS addressed these challenges by enhancing training, refining automation, and improving system integrations. DegreeSight implemented and integrated with PeopleSoft to better articulate transfer credits for perspective students. Enabling OCR allowed students to seamlessly upload previous course work and transcripts to instantly receive a credit evaluation.

University of Massachusetts Amherst

Case Study:
University of Massachusetts Amherst

Amherst, MA

30,000 + Students

Public

Product: Inbound

Results

850,000+
Course Equivalencies created in DegreeSight

700+
Leads created in the first five months

Lead Flow: Averaging more than 145 leads per month.

New Rule Creation: UMASS has created more than 1,200 new credit equivalencies in the first five months since launch.