



Customer Success Lightning Updates: Global Use Case

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Ex Libris campusM Success Cases



WASHINGTON STATE UNIVERSITY

UNIVERSITAT DE BARCELONA





Engaging Students at University of Barcelona

Engaging Students at University of Barcelona



GOALS

Customized app that offers information to help students on their everyday life at the University.

Efficient communication channel with students



SOLUTION

Multi Language App
Use campusM product integrations
Implement Moodle Notifications



RESULTS

Web and native apps available in 3 Language
Average of 49,000 clicks per month on Moodle tile
Average of 400,000 notification per month

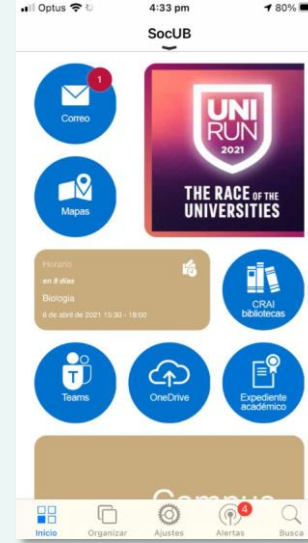
Multi Language App



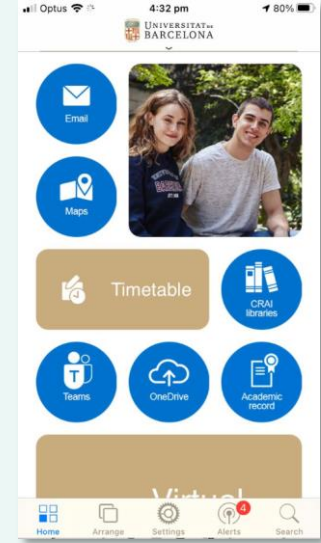
Select Profile



Catalan



Spanish



English

Moodle Product Integration

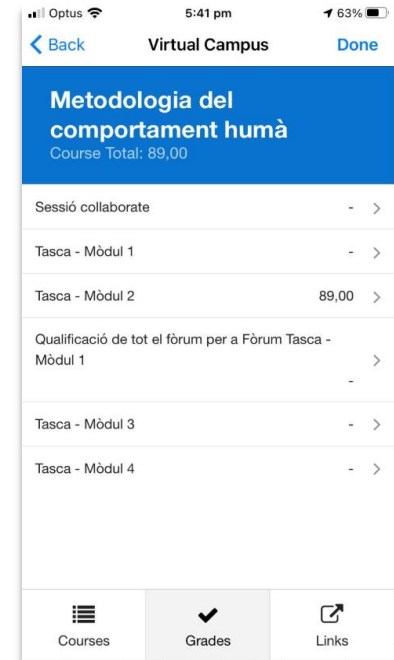
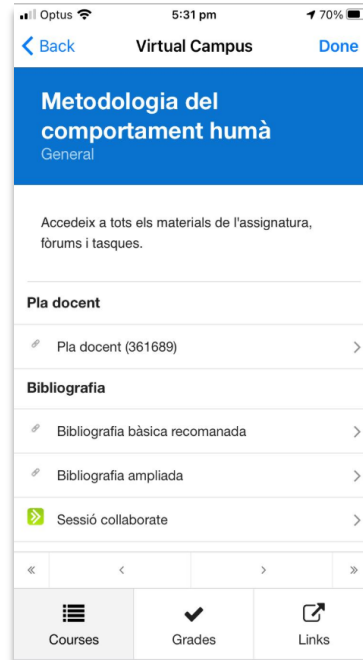
 Live Tile

 Courses

 Grades

 Events

 Messages



Social Media Feed



Low Maintenance



User Engagement



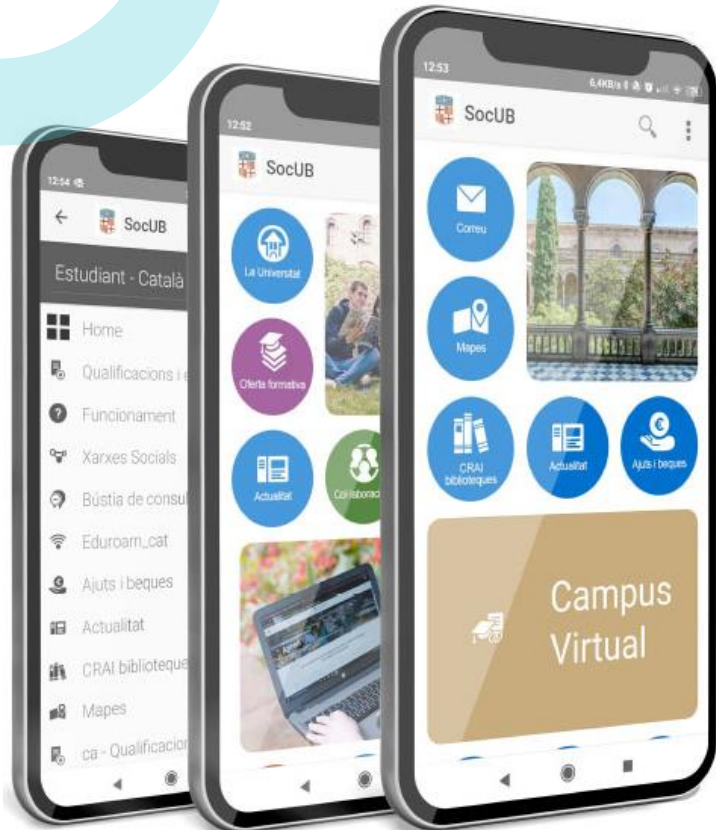
Efficient communication



Grow Your Brand



Engaging Students at University of Barcelona



UB students value having the main functions, and the Moodle notifications, integrated into the app where the essential services for university life can be found

Averaging of 49,000 clicks per month



Delivering on Mobile-First Student Experiences Washington State University

Delivering on Mobile-First Student Experiences WSU



GOALS

Sole source supplier

Company strength in development

Making a mobile app the centerpiece of student interactions with the school



SOLUTION

Standardize the user interface and the presentation layer into one environment

Mobile COVID-19 response solution



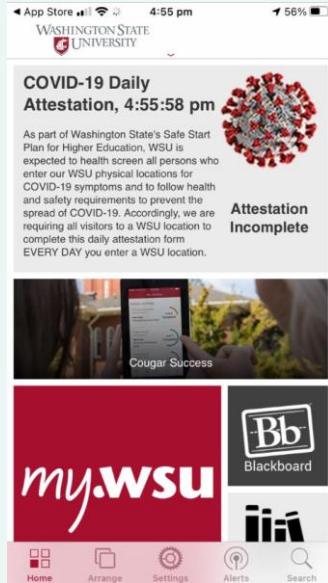
RESULTS

Increased interactions with students

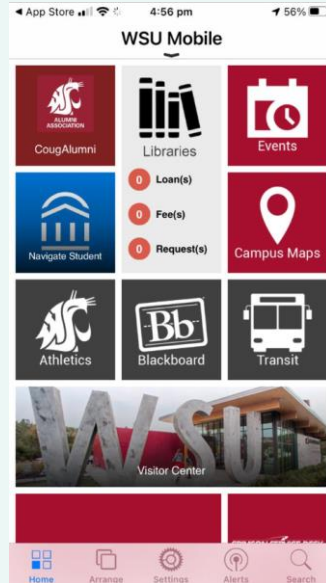
Encouraged cross-disciplinary collaboration with IT

Enabled a single daily Covid-19 attestation for students and faculty

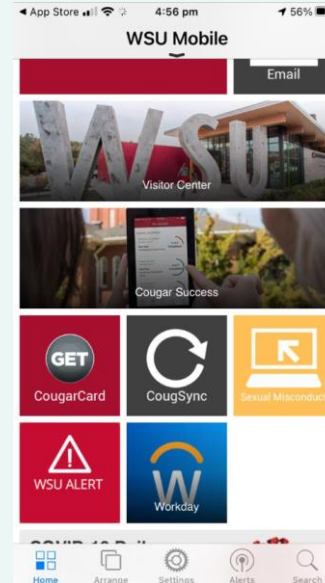
Multi Profile App



Students



Faculty

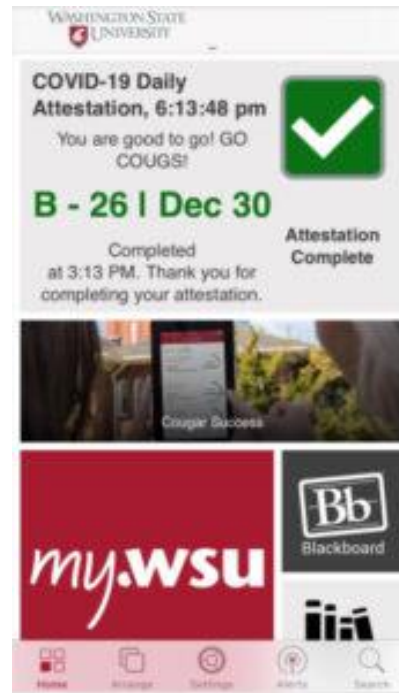






Employee



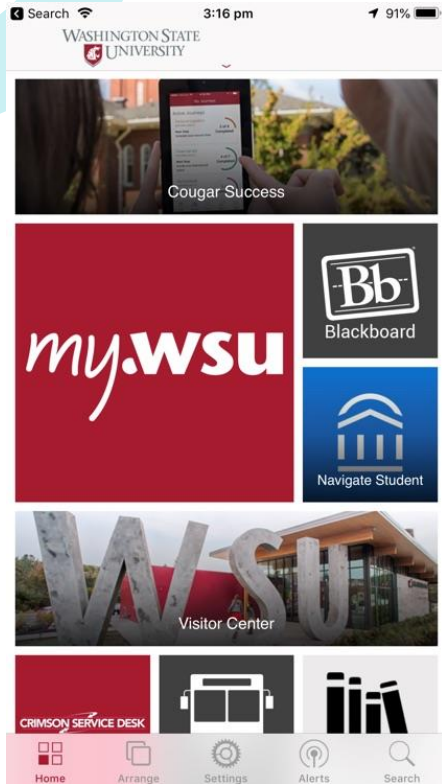
Guest

Attestation - COVID-19 Live tile



-  Simplifies and shortens the process
-  Displaying current attestation status
-  Standardizing the user interface
-  Increase app traffic

Delivering on Mobile-First Student Experiences WSU



“campusM has given us a lot of opportunities to work with our customers in a more interactive way ... and I’d like to continue the momentum.”

Darren Yocum, Washington State University

Covid-19 Attestation live tile in a matter of weeks



App enrichment at University of Cape Town

App enrichment at University of Cape Town



GOAL

Modernize the Student
Digital Experience

Improve the student journey

Deliver maximum value via
the app



SOLUTION

Use campusM Product
integrations for O365 and
Library

New app design

App Emergency and Safety

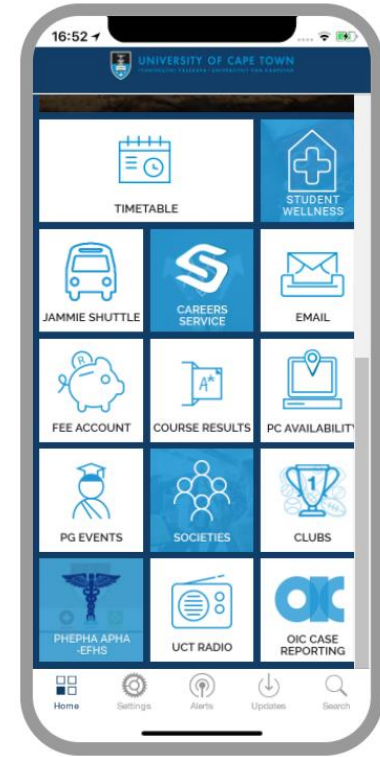


OUTCOMES


Out-of-the-box integration
with Outlook 365 and
Library


App registration Increase by
40% in Q1 2021


New App Branding




Primo VE Product Integration

 Live Tile

 search

 Library card

 Request

 Charges

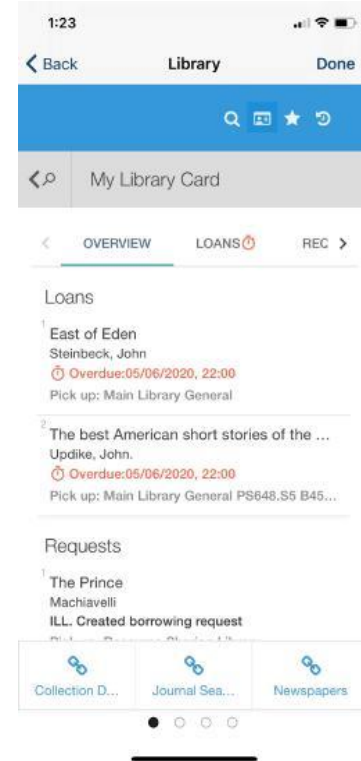
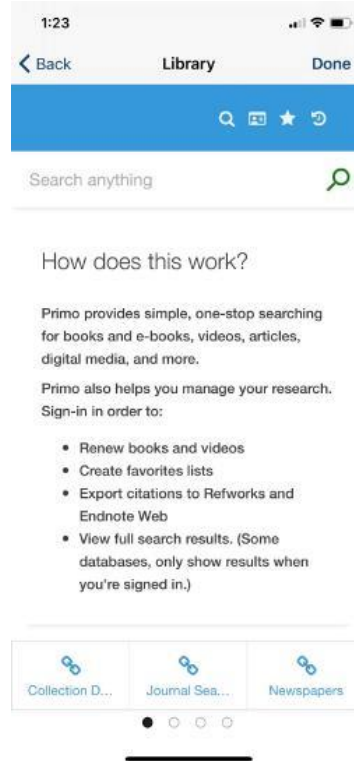


Charges 0

To Pick Up 1


Overdue 0

Due Soon 0



Outlook 365 Product Integration

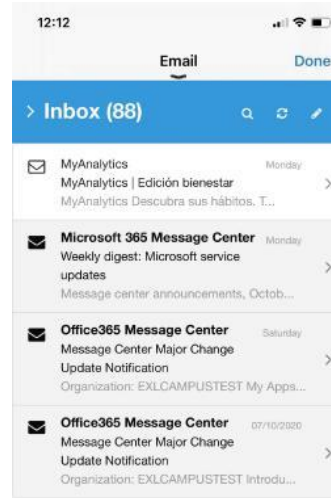
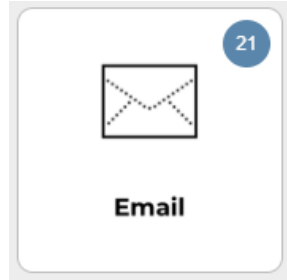
 Live Tile

 Inbox

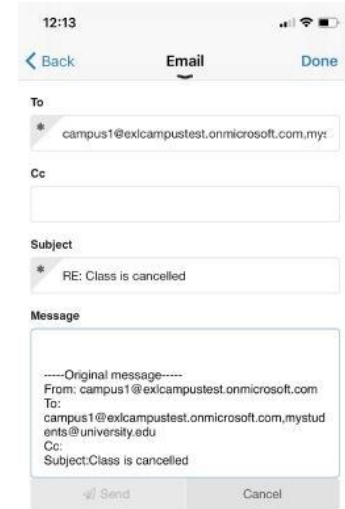
 Reply

 Send

 Read



campusm_dev | Showing 4 out of 236



App enrichment at University of Cape Town



***App registration
Increase by 40% in
Q1 2021***

***The number of registration in Q2
2021 is already double than
previous year***

***160,000
Menu click in
March 21***

Thank you!

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