



Provide the best cross channel experience to your students with campusM

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THE CHALLENGE – PROVIDING YOUR STUDENTS WITH THE BEST EXPERIENCE ON ANY DEVICE



Providing a real digital experience

Students' expectations of digital experiences are growing and making sure your institutional portal answers their expectations is a challenge.



Seamless access to services

Students want to access key institutional services without having to continually log in to a multitude of different services. Doing so can give them a poor user experience.



Dependence on IT or external providers

IT teams, or even external providers, may be the only people with the technical knowledge to manage and update the mobile app or the desktop portal.



Confused or contradictory information to prospects, students, staff

Different content shared on mobile app and desktop portal leads to confused users and lack of trust in the information shared.



Resource and cost intensive

Having both portal services and mobile app means relying on large teams to update and administer and can be expensive and time consuming to manage.



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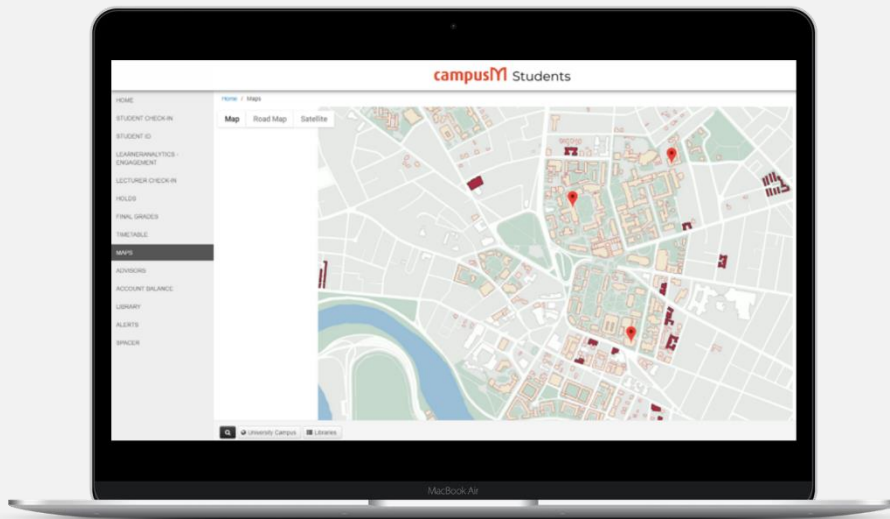
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PROVIDE THE BEST EXPERIENCE ON EVERY CHANNEL

In many institutions, students have to rely on many websites, apps and platforms to find the relevant information and news that they need. In addition to being time consuming it can get really confusing for students facing incorrect information as the switch from one system to another.



Give your students a Portal and App experience as unique as they are on whichever device they are using.

A first year student has very different needs to a final year student, and with campusM it is easy to show them the content and services relevant to them at their particular part of the student journey.

Ease of access. All the information which needed a few layers of navigating are now at your fingertips.

Student from Murdoch University



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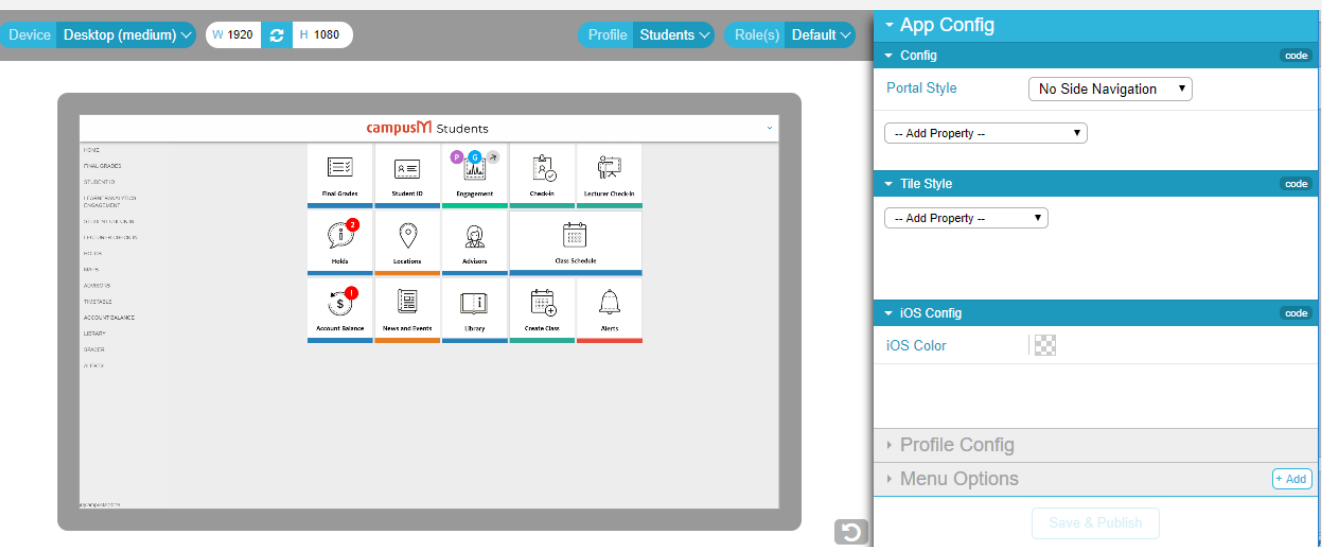
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SIMPLIFYING PORTAL ADMINISTRATION

In many institutions, IT departments have the responsibility of setting up, managing and updating the portal desktop platform. Thanks to a unique and intuitive web-based administration your teams can create content once and distribute cross channel, with no extra work. The platform will deliver the best experience regardless the device used.



All departments can manage and update content, both on mobile app and desktop portal through one simple to use web administration tool.

The campusM student portal and mobile app platform will enable us to provide a consistent and smooth student experience across various channels and cater to the needs of students wherever they are.

Michael Grant, Deputy Chief Operating Officer and Director of IT Services for Murdoch University



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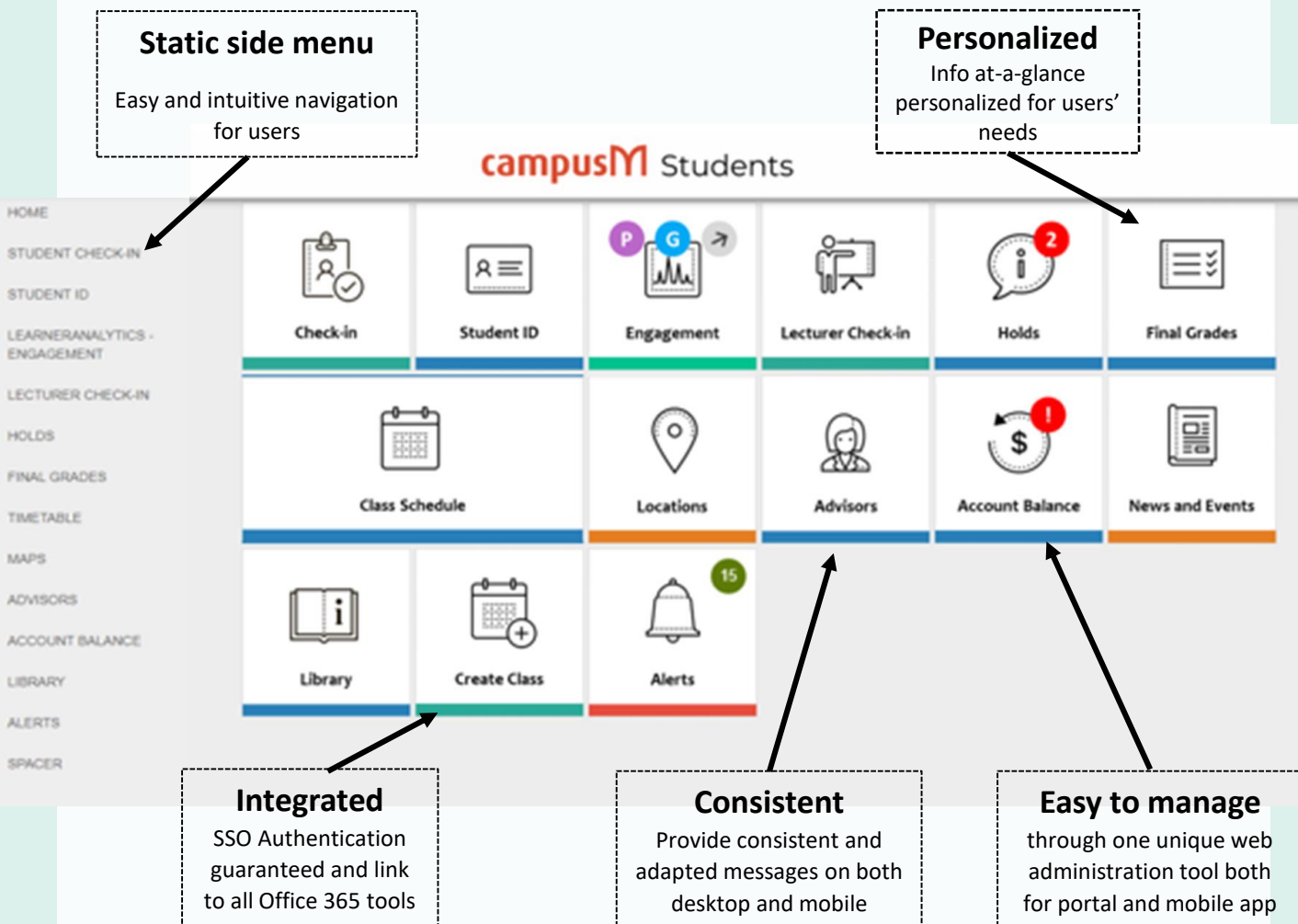


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THE BEST EXPERIENCE FOR ANY DEVICE

With campusM you can create a **personalized and seamless experience for your students across all devices.**

The simple and easy to use web-based management interface **allows content owners to fully customizable their students experience** for both portal and mobile environments



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TOP BENEFITS



1. Cross channel experience that provides an empowering, personalized experience regardless of the device used



2. Mobile & Portal in one package offer great value for money and allow you to analyse usage across all digital channels



3. Flexible solution that makes it easy to customize your portal for your specific institutional needs



4. Intuitive web-based administration interface allowing you to create once and publish to many without the worry of coding for different platforms

The ease and flexibility with which we can build new features fits very well with our development model. We can quickly respond to both student and business needs.

Ben Richards, Communication & Marketing Services, Exeter University



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