

HigherEdXP



Leveraging the insights and engagement solutions of mXP (mobile experience), HigherEdXP allows you to engage real-time with your student body, parents, alumni, faculty, staff, and prospective students' educational and professional collaborative journey within your institution

mobile-xp.com

What does your campus community value? Using their mobile phones, your alumni, faculty, staff, and students can share their within-campus experience.

Benefits of HigherEdXP

Self-reported assessments, directly from your campus community members engaging on their mobile device, are displayed to a dynamic, interactive dashboard with filtered search.

Send campus community members a relevant message about security issues and/or events, weather-related delays, a quick question, or a coupon to drive traffic to a campus concession or retail outlet.

Re-contact campus community members directly from the dashboard to gain additional insights on their reported concerns (e.g., alumni relations, employee satisfaction, operational effectiveness, and residential life) and to personally respond as issues occur.

Have an additional touch point with prospective students as they embark on their journey to find the right institution.

Gain insights into your Alumni and launch targeted fundraising campaigns on the topics that are of most interest to them. Learn what your community members are saying right now on social media about your campus and with what sentiment.

Compare and index your results against other colleges and universities near your campus and your institutional peer group.

Quantify a student's entire college experience (e.g., class selection and instructor assessment, sporting events, dining hall, campus programs, and room selection) and beyond at Alumni activities. For alumni and staff, benchmark their overall engagement and satisfaction with various outreach programs and events.

About mXP

mXP, powered by SessionM, is a suite of mobile products that include Phoenix's best-in-class market research methods, vertical industry expertise, and advanced analytics. mXP products provide access to an extensive network of on-the-go consumers, sourced from 100+ million mobile device users and among a coalition of 1,500 integrated mobile apps. mXP provides marketers with insights quickly, acquiring more than 275,000 responses each day, allowing for accelerated delivery of decision-making information and answers to business critical questions.

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