



Customer
Trident University International

Market
Education

Achieved
Streamlined communications;
increased ease-of-use; a
competitive advantage

Glance Networks Gets Enrollment Rolling Smoothly at Trident University

Enrolling in college is one of life's turning points, the start of an adventure that will change everything. Making that initial step painless and smooth is one of the most important things an online educator can do for those embarking on the journey of self-improvement. But if applicants need guidance at any point during the process, can they get interactive help from an advisor who can set them up for success from Day One? That's a question Trident University has asked itself, and with innovative cobrowsing technology from Glance, the answer is yes.

Trident University International is a leader in affordable, globally-available online education, offering bachelor's, master's, and doctoral programs to a wide range of students—especially members of the U.S. military, veterans, and military family members. Established in 1998, the California-based online institution has developed a learning model that is unique in online education, catering to students with diverse professional backgrounds. Trident has built a reputation as an institution that prepares graduates for success through case-based learning and the development of critical thinking skills.

In 2016, *Forbes* named Trident University International one of their “10 Great Colleges for Adults Returning to School,” putting it in company with institutions such as Harvard University and Massachusetts Institute of Technology (MIT).

Next-generation improvement

As a fully online educational institution, Trident University knows that “technology is the business.” The digital journey that transforms students' lives begins with an online enrollment process. Since the relationship between the university and the student begins at application time, it is essential for that process to be both smooth and successful; particularly, for a busy IT organization that also supports more than a dozen enterprise and cloud-based computer systems, from student portals to learning management, human resources, accounting, and more.

While the university has long supported many common tools for communicating with students ranging from Skype to instant messaging, live chat, email and other applications, a new goal emerged: to achieve a

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Kevin Yu
Senior Director of IT
Trident University



next-generation online collaboration between the admissions staff and new applicants. The goal of giving applicants the best possible online experience triggered an extensive technology search that ultimately led the Trident team to adopt an innovative interactive digital experience solution from Glance Networks.

Glance Cobrowse technology transforms the way student applicants interact with university admissions advisors, expediting support to a level that is unprecedented in online education. Cobrowsing offers a secure, seamless mechanism for applicants to initiate help sessions with advisors who can then see the student's application as they see it in their browser and collaborate with them.

When applicants encounter sticking points or have questions, just a couple of mouse clicks puts them in contact with a Trident advisor and lets them grant permission to see and access only the browser window that contains the student's Trident University session. Since there is no software, plugins, or extensions required, advisors could depend on Cobrowse to work in every single engagement, even for military applicants stationed overseas who are browsing from heavily-secured computers.

No more "20 questions"

The enrollment advisor is instantly placed into the applicant's context, avoiding the all-too-common game of "20 questions." Students can control the cursor or give the advisor control in order to highlight items on screen, such as fields, buttons, instructions, and links. The advisor can easily and smoothly guide the applicant through enrollment steps. For instance, directing their attention to fields in the user interface that need to be filled in—perhaps even entering some information into the fields for the applicant.

By saving minutes per call and eliminating the game of "20 questions," Glance Cobrowse has a direct impact on ROI. Companies using Glance

Cobrowse see a 47% increase year-over-year in customer satisfaction and almost a 40% increase in customer retention.

For students, the experience is seamless and natural, leading to a new level of confidence in their ability to move smoothly through the enrollment process quickly and surely.

"The technology is flawless," said Kevin Yu, Senior Director of IT at Trident University. "We wanted a collaborative solution that is fully accessible to our student population. Glance Cobrowse offers unique, ease-of-use to a broad spectrum of computer users. The simplicity of this tool allows for successful student-staff interactions for computer users of all skills levels."

Competitive advantage

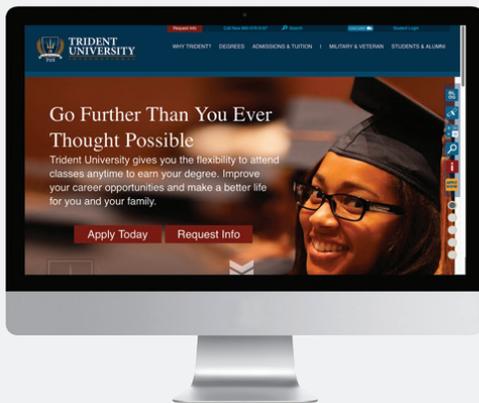
The student support team at Trident University is very satisfied with the enhanced level of interaction Glance Cobrowse provides for its applicants and admissions advisors. Trident's IT group found software implementation to be straightforward and coding customization minimal. The rollout to the applicant pool was easy, and feedback from students has been very positive. Implementing Glance Cobrowse has raised application completion rates and increased applicant satisfaction positively.

"Its performance has exceeded our expectations," said Kevin Yu. "It's the best we could ask for in a browser solution."

Trident believes Glance's uncomplicated one-platform Cobrowse technology provides a significant competitive advantage in the active arena of online higher education providers. Engaging applicants smoothly throughout the enrollment process is vital to establishing enthusiasm for the entire online educational journey ahead. The opportunity exists to extend the power of cobrowsing to improve and streamline other university-student collaborative interactions.

For more information or to learn more, email sales@glance.net or call 1-888-945-2623 (USA) or +1-781-316-2596 (international).

Advisor



Student



Businesses using Glance solutions

40%
increase in
customer
retention

47%
increase in
customer
satisfaction

About Glance Networks

Glance transforms the customer experience by enabling visual engagement for today's enterprise. We are one of the world's simplest, most reliable and secure solutions that enable companies to see, show and share anything online, creating a frictionless path to great experiences in sales, support and customer service. The result is improved customer satisfaction, long-term customer loyalty and increased revenue growth. From financial services and healthcare to retail and travel and leisure, even the most advanced technology and SaaS organizations—we transform the customer experience for today's business.