

Salesforce for Higher Education: Transforming with Agentforce, AI, & Data Cloud

Explore the power of Salesforce for Higher Education with Agentforce, AI & Data Cloud. Improve engagement, streamline operations, and future-proof your institution.



Salesforce for Higher Education: Transforming the Future of Learning

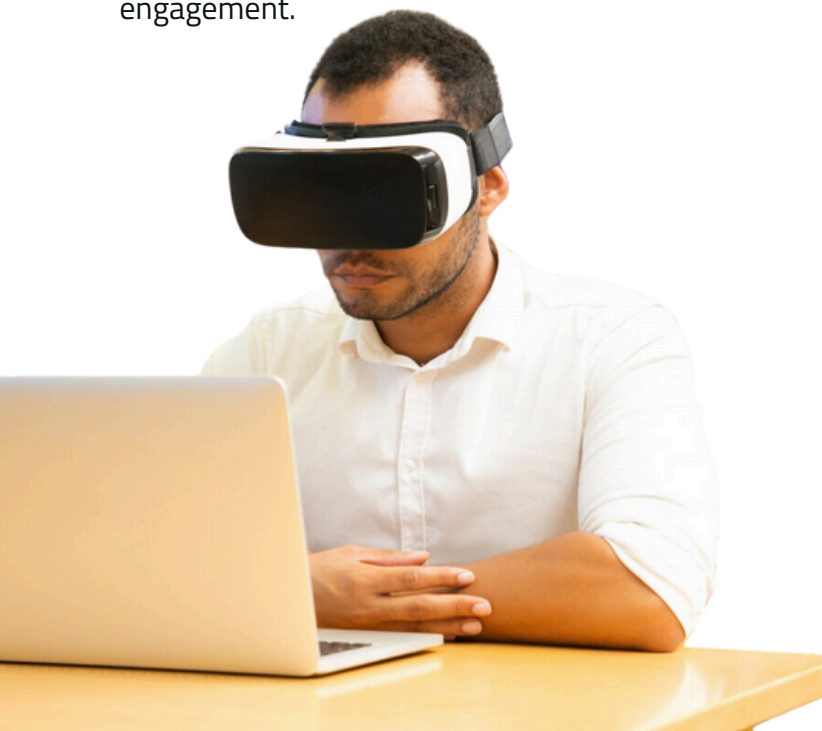
Empowering Students & Staff with Mastek & Salesforce



Introduction

Higher education is undergoing a profound transformation. Institutions face mounting challenges—rising student expectations, administrative inefficiencies, and the need for personalized, data-driven experiences. Agentforce/AI, predictive analytics, and education cloud-based solutions are no longer optional; they are essential for ensuring student success, streamlining operations, and future-proofing universities.

As a Salesforce Summit Partner, Mastek helps institutions harness the power of AI-driven automation, intelligent data insights, and a Connected Campus approach to deliver seamless learning experiences, optimize faculty workflows, and drive long-term student engagement.



How Salesforce Education Cloud is Transforming Higher Education



Personalized Engagement & Collaboration

Empower students, faculty, and administrators with AI-powered chatbots, mobile-friendly platforms, and automated communication tools.



Seamless Integration

Connect with existing Student Information Systems (SIS), Learning Management Systems (LMS), and financial platforms for a frictionless digital transition.



Automated Workflows

Optimize key processes across admissions, financial aid, faculty management, and alumni relations to improve efficiency and decision-making.



Agentforce/AI-Driven Insights

Use predictive analytics to identify at-risk students and enhance retention strategies.



Data Security & Compliance

Ensure regulatory compliance and protect sensitive student data with Salesforce's robust security framework.



360° Student View

Unify student data across departments, enabling personalized support and proactive interventions.



Real-World Success with Mastek & Salesforce Education Cloud

Leading universities leveraging Salesforce for Education have achieved:

20% increase in student retention through personalized engagement strategies.

30% reduction in administrative workloads by automating manual processes.

40% boost in alumni engagement through AI-powered outreach and relationship-building tools.

25% faster admissions processing using CRM-driven workflows and predictive analytics.

Higher student satisfaction scores with an integrated, data-driven learning environment.

Next Steps: Future-Proof Your Institution with Mastek & Salesforce

To thrive in the AI-powered, data-driven era of education, institutions must embrace smart technology solutions that connect, automate, and enhance every aspect of the student journey.

As a trusted Salesforce Summit Partner, Mastek empowers universities and colleges with the tools they need to:



Revolutionize student engagement with intelligent automation.



Streamline operations with AI-driven decision-making.



Create a future-ready campus that adapts to evolving needs.

Discover how Mastek and Salesforce Education Cloud can help your institution drive student success and operational excellence.

[Explore More](#)

About Mastek

Mastek is an enterprise digital and cloud transformation partner that engineers excellence for customers in industries such as healthcare and life sciences, retail and consumer, manufacturing, financial services, and the public sector, across 40 countries, including the UK, US, Europe, the Middle East, and Asia Pacific. Mastek helps enterprises decomplexify digital and delivers business outcomes with trust, value, and velocity across the spectrum of services including digital experience and engineering, cloud implementations, data, automation and AI, and cloud managed services. Mastek recently launched its GenAI enabled portfolio iConniX that offers over 120 AI assets, 4 AI platforms, and solution blueprints tailored to meet industry specific business use cases. A preferred Oracle, Salesforce, Microsoft, AWS, and Snowflake partner, Mastek has 5000+ employees and delivers right-fit solutions to both medium businesses and global Fortune 1000 clients.

