



CASE STUDY



Enhancing Student Enrollment Efficiency: A Seamless Agentforce Implementation for Kaplan Singapore

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OVERVIEW

To elevate application conversions and reduce support load on consultants, Kaplan turned to TechMatrix and Salesforce's Agentforce to streamline application journeys, deflect routine queries, and offer 24/7 support.

BACKGROUND



Kaplan Singapore collaborates with global universities and agents to streamline student recruitment. By leveraging advanced technology and automation, it enhances application conversion and provides a seamless enrollment experience.

Kaplan Singapore, a key player in the education sector, partners with global universities and recruitment agents to simplify and scale student enrollment processes.

Operating in a competitive and fast-paced education market, Kaplan Singapore needed a robust digital solution to reduce friction in application completion while empowering consultants to focus on high-value student interactions.

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CHALLENGES

Kaplan Singapore faced inefficiencies as they noticed that many applicants abandoned their applications midway. Additionally, frequent consultant interactions for queries like document submission consumed valuable time.

HIGH APPLICATION DROP-OFF RATES

Many students abandoned their applications midway due to lack of guidance or clarity.

CONSULTANT OVERLOAD

Consultants were overwhelmed with repetitive queries related to document submission and general information, limiting their availability for core advisory tasks.

LIMITED AFTER- HOURS SUPPORT

Prospective students in different time zones or with tight schedules faced challenges in completing applications outside standard business hours.

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SOLUTIONS

TechMatrix Consulting implemented Agentforce, a Salesforce-native solution, to reimagine Kaplan's student application experience through intelligent automation and digital self-service.

INTELLIGENT APPLICATION FLOW

Agentforce now guides students through step-by-step submission, proactively reducing drop-offs and keeping applicants engaged through real-time updates and alerts.

AUTOMATED FAQ DEFLECTION

Repetitive queries around universities, course details, and document requirements are now automatically addressed, freeing up consultants to focus on high-value engagements.



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24/7 STUDENT SUPPORT

With always-on digital support, students can now submit applications anytime—eliminating time-zone constraints and improving applicant experience.



CENTRALIZED DASHBOARD FOR CONSULTANTS

Agentforce provides a unified interface where consultants can monitor application statuses, track student progress, and intervene when needed—enhancing visibility and proactive student engagement.



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RESULTS

The implementation of Agentforce at Kaplan Singapore led to tangible improvements across the board—higher application completion rates, reduced dependency on consultants for routine queries, and a significant boost in operational efficiency.

HIGHER APPLICATION COMPLETION RATES

Students were more likely to complete their applications due to a guided and transparent process.

REDUCED SUPPORT WORKLOAD

Automated FAQ responses significantly cut down consultant dependency for common queries.

INCREASED OPERATIONAL EFFICIENCY

Consultants were able to focus on strategic tasks and high-impact interactions with prospective students.

FASTER IMPLEMENTATION CYCLE

One of the fastest rollouts completed within weeks—demonstrating TechMatrix's deep Salesforce expertise.

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CLIENT FEEDBACK

The engagement between TechMatrix and Kaplan Singapore was marked by deep understanding, rapid execution, and a shared vision for digital transformation. The Kaplan team appreciated the proactive support, technical expertise, and commitment shown throughout the project—making the experience both smooth and commendable.

TESTIMONIAL

“Thanks to the TechMatrix team for the successful pilot implementation of Agentforce. This has been one of the fastest implementations, and the efforts of the team, especially during the holidays and extra hours, are truly appreciated.

TechMatrix understood the requirements and problem statement, implementing Agentforce in a way that is highly commendable.”

AARTHI NARASIMHAN, DEPUTY DIRECTOR, BUSINESS APPLICATIONS & GROUP HEAD OF CRM PLATFORM – KAPLAN

THANK YOU!

Inspired by Kaplan's success story?

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