

Every interaction counts. From recruiting to retention and development, all touch points create a student experience. Each experience either builds or erodes trust; Frequency Foundry architects that foundation of trust through constituent experiences principled in human centred design.

greymatter for recruitment

greymatter assists your recruiting team in building and fostering long lasting relationships by converting prospective students to current students. This is achieved through personalized interactions that are tracked, managed and adjusted to suit your enrolment needs. greymatter is a full student lifecycle CRM system that tracks, measures, manages and services interactions across a wide range of constituents. This intuitive solution can assist with the needs of prospective students, parents, international agents, current students, partner institutions, corporate clients and alumni while being fully integrated with the Student Information system.

greymatter for retention

greymatter helps you focus your energies in delivering student services while avoiding the headaches associated with the details of technology. Designed specifically for higher education, greymatter leverages the robust, best-of-breed Microsoft Dynamics CRM platform to measure, manage and streamline every interaction from the first contact as a lead all the way through to graduation and alumni. greymatter also provides a personalized student web portal for service request submission, tracking and editing. Students can book appointments with institutional personnel through this portal, giving them immediate access to human resources

greymatter for advancement

greymatter helps your fundraising and advancement activities through the outbound dialer function which enables your development office to focus on raising overall dollars rather than the process of dialing and reporting. greymatter is hosted in the Microsoft's Cloud environment so it can grow as your institution does. It also integrates with Microsoft Outlook, Office 365, SharePoint, Azure Analysis Services, Power BI, and all Student Information and Learning Management Systems. Reporting, analytics and business intelligence features include out of the box reports, Ad hoc reporting, customized dashboards, report publishing and sharing capabilities— all of which adhere to highly granular role-based security to ensure that the right people get access to the right information.

