



## CRMD-HSO WIN WIRE: Texas State University

<b>Customer Details</b>	Texas State University is a public university established in 1899
<b>Project Type</b>	Digital Transformation project with Dynamics 365 Marketing
<b>Industry</b>	Higher Education
<b>Deal Users</b>	20 users (for now)
<b>Problem Solved</b>	Each department had a different marketing platform, and Texas state needed to bring everything into one system with one database that would focus on a unified student profile. Currently, this project is in the first phase of digital transformation. . HSO will streamline their systems by giving one department an administrative role while allowing g multiple departments to use the application. This will allow multiple departments to create highly tuned segmentations based on departmental needs. There will also be automated customer journeys to automate student communications. With this, the use of customer journeys will be used to facilitate SMS messaging campaigns for events, and appointment bookings.
<b>Solution Sold</b>	Dynamics Marketing 365

<b>CRMD-HSO Team</b>	Evan Kosmidis
<b>Microsoft Team</b>	<p>Education US team:</p> <ul style="list-style-type: none"> <li>- Jesse Geiken</li> <li>- Ryan Burns</li> <li>- Ambrosia Williams</li> <li>- Chris Ballou</li> </ul>

