EAB

Navigate360 Enrollment CRM

Build a More Connected Student Enrollment Journey

Engage Prospects with Higher Education's Most Trusted CRM

Undergraduate enrollment demands more than legacy CRMs can deliver.

Today's students apply to more colleges, decide later, and expect fast, personalized communication every step of the way. Meanwhile, enrollment teams juggle disconnected systems, manual processes, and rising student expectations. Without unified data and purpose-built AI, institutions struggle to see where prospects disengage and can't respond quickly enough to win them back.

Meet the Navigate360 Enrollment CRM.

Empower your team to enroll more undergraduates by shifting from reactive follow-up to proactive engagement. Backed by decades of enrollment research, this trusted platform uses responsible AI to streamline applications, personalize outreach at scale, and identify prospects who need attention early. Designed around the enrollment journey, it helps you deliver timely, coordinated support from inquiry through matriculation. With seamless integration into EAB's leading student success platform, Navigate360,you can boost yield, protect staff capacity, and create a connected student experience that reduces melt and drives long-term success.

A Trusted Partner

35+ Years of **enrollment expertise** working with **1,200+** institutions

465k Average monthly **faculty and staff** Navigate360 users

Inside the Navigate360 Enrollment CRM

Prospect Engagement and Application Portal

The Navigate360 Enrollment CRM's application portal delivers instant updates, easy access to information, and personalized support—all in one place.

- **Application updates** keep students informed
- **Enhanced applicant portal** with self-service options allow for quick access to resources and support
- **Personalized outreach, reminders, and to-dos** help students stay on track
- **Event invites and appointment scheduling** to connect with staff
- **AI assistant** provides 24/7 answers and guidance



Enrollment Staff Workflow Tools

By streamlining outreach, application management, and communication, the Navigate360 Enrollment CRM helps reduce staff burnout and boost results.

- **Collaborate seamlessly** with shared tools and templates
- **Create personalized outreach** and event invitations with ease
- **Automate workflows** to keep students on track
- **Centralize data** across systems for clear, consistent insights
- **Gain actionable real-time visibility** into applicant progress and funnel performance

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Inside the Navigate360 Enrollment CRM

Enhancing the Enrollment Experience for Staff and Prospective Students

Responsible AI and Automation

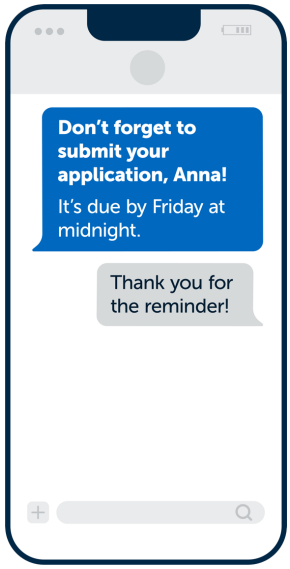
Boost staff impact and enhance the student experience with responsible AI built for higher education. By automating routine work and personalizing support, AI helps students get the information they need when they need it and enables staff to focus on the relationships that drive enrollment success.

AI Assistant for Staff

- **Automate** application queues and workflows
- Generate **personalized communications and reports**
- Surface **key data and insights** instantly
- **Enhance outreach** with deeper prospect understanding

AI Assistant for Students

- **24/7 chat** and support
- Smart **appointment scheduling**
- **To-do management** and event reminders
- **Quick, accurate answers** anytime



Reporting and Analytics

Track performance year over year and turn data into action. Intuitive reports and dashboards help your team see what's working, where to focus, and how to better support prospects.

- **Monitor data** to find opportunities and adjust strategies
- **Generate custom reports** instantly with natural-language prompts
- **Visualize key trends** with customizable dashboards



Implementation Focused on Speed and Adoption

EAB gives your team the guidance and hands-on support needed for a smooth launch and stronger enrollment outcomes.

You'll benefit from:

A dedicated Strategic Leader and expert implementation team

Streamlined onboarding with clear communication and training

Wraparound implementation support informed by hundreds of deployments

Time-saving tools, templates, and data extracts to accelerate impact

Configurable, not complex. Powerful capabilities delivered through an intuitive, easy-to-manage experience.

850+

Successful CRM **implementations**, including hundreds of institutions that **switched** from a different CRM

100 days

Navigate360 Enrollment CRM can be implemented in as little as 100 days with **minimal technical lift** required

To learn more about Navigate360's Enrollment CRM and schedule a customized demo, visit eab.com/Navigate360Enrollment

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