

Power a Connected Graduate Enrollment Journey

Engage Prospects with Higher Education's Most Trusted CRM

Graduate enrollment demands more than traditional CRMs can deliver

Today's graduate prospects must navigate a fragmented decision journey with scattered information, generic outreach, and unclear next steps. Meanwhile, staff juggle disconnected systems and rising expectations for personalization and quick response times, leaving little time for proactive engagement. Without connected data and intuitive, AI-enabled tools, institutions struggle to see where prospects stall or provide the personalized support graduate students need.

Meet the Navigate360 Enrollment CRM for Graduate Programs

Empower your team to enroll more graduate students by moving from reactive follow-up to proactive engagement. Backed by decades of research, this trusted platform uses responsible AI to streamline applications, personalize outreach, and identify prospects who need attention early. Built for the graduate student journey, it helps you deliver personalized support from inquiry to enrollment. With seamless integration into EAB's leading student success platform, you'll **boost yield, protect staff capacity, and ensure a better grad student experience at scale.**

A Trusted Partner

890k+

Graduate students supported at over 250 graduate schools

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 new 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 to 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
- **Monitor trends and engagement** with real-time dashboards and enhanced reporting.

Inside the Navigate360 Enrollment CRM

Enhancing the Graduate Enrollment Experience

Responsible AI and Automation

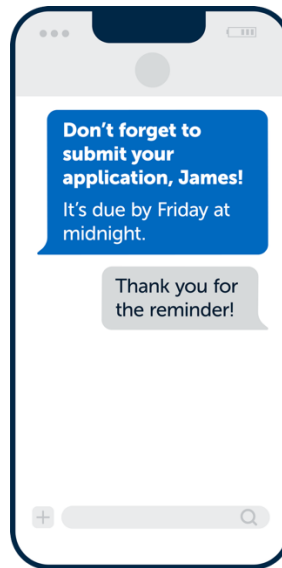
Boost staff impact and enhance every student experience with responsible AI built for higher education. By automating routine work and personalizing support, AI helps students get the information they need when they need it and enables staff to focus on the relationships that drive enrollment success.

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

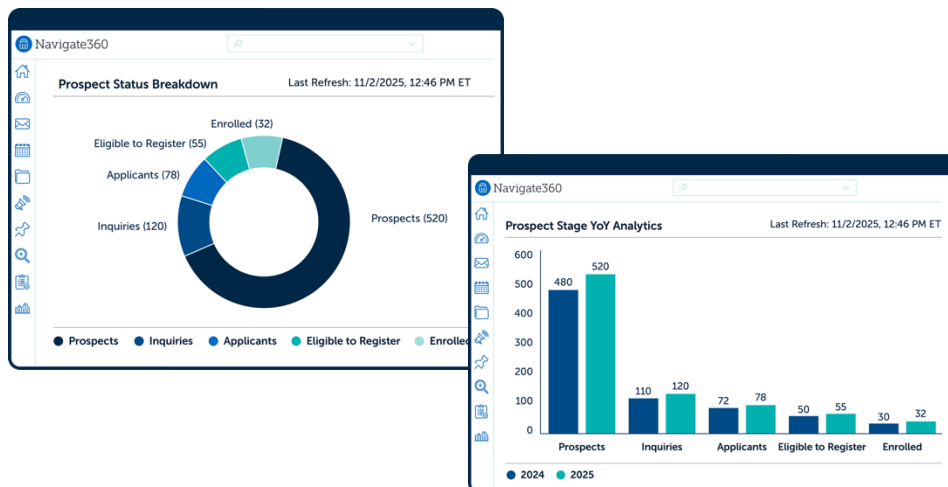
- **24/7 chat** and support
- Smart **appointment scheduling**
- **To-do management** and event reminders
- **Quick, accurate answers** anytime



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

You'll also join the **Student Success Collaborative**, a national network of peers sharing proven strategies.

850+

Successful higher education technology implementations, including **460+** graduate, online, and adult education partners served

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/Navigate360GradEnrollment