

# Navigate360: Higher Ed's Leading Student CRM

Recruit, Retain, and Empower Students  
in College and Beyond

Navigate360 is higher ed's leading student CRM, a powerful technology that unites administrators, faculty, staff, and students in a collaborative network that supports the entire student experience, from recruitment to career. Navigate360 is powered by over a decade of student success research honed from billions of student interactions—and now, it's also amplified by AI.



## Students want:



Personalized, caring communication



Easy access to data that follows students from recruitment to enrollment



Holistic support for pre-enrollment, academic and life decisions



Efficient staff workflows that free up time for student interaction



Help finding the right next step after graduation



Guided ways to explore career paths and meet potential employers

## Inside Navigate360:

### Reporting and Analytics

Proactively identify opportunities for better student support

- AI-Powered Report Builder
- Advanced Query Builder
- Data Visualizer
- Templated and Scheduled Reports
- Automated Workflow from Reports
- Population Health Analytics
- Activity Analytics
- Intervention Effectiveness Analytics
- Historical Analytics
- Predictive Model
- Analytics Data Exports

### Staff Workflow and Automation

Empower staff to proactively engage with prospective and current students

- AI-Powered Messaging
- Complete Student Profile
- Coordinated Care Network
- Cases and Referrals
- Automated Alerts and Messaging
- Two-Way SMS
- Campaigns and Template Library
- To-Dos
- Appointments and Surveys
- Events
- Notes and Attachments
- Faculty Progress Reports
- Prospect Application Management

### Student Engagement Hub

Provide your students with a one-stop shop for self-service resources

- AI-Powered Knowledge Bot
- iOS and Android Apps
- Student Success Network
- Campus Resources
- Appointment Scheduling
- Class Schedule
- In-App Messaging, Notifications, and Surveys
- Career Match and Journeys
- Study Buddies
- Financial Planner
- Prospect Portal

# Welcome to the Student Success Collaborative

Connect with a Nationwide Network of Success Leaders

Beyond the technology, each Navigate360 partner is part of EAB's Student Success Collaborative, gaining a dedicated advisor, access to our expansive research library, unrivaled networking experiences, and a close-knit community of peers.



**Technology** to fit your unique needs



**Unparalleled expertise** in higher ed and student success



Dedicated **consultant support** from day one



Hands-on **process planning** before and throughout implementation



**Equity-minded** best practices



Opportunities to network and **learn from peers** and industry experts



Industry **benchmarking** and insights



Live and on-demand **training and guidance** for all user roles

## Transformational Results for Partners

**3–15%**

Typical graduation rate improvement

**2–12%**

Typical retention rate improvement

**5:1**

Typical ROI for Navigate360 partners

**850+**

Institutions in the Student Success Collaborative

**10M+**

Students served by our technology

**290K+**

Faculty members who use our technology annually

“EAB helps me do so many projects well. **Navigate360 is a truly outstanding tool.** It has extended our ability to help students in ways we did not even know were possible.”

Alan Bearman, Vice President for Strategic Enrollment Management and Student Success, Washburn University

Scan to learn more or visit [eab.com/navigate360](https://eab.com/navigate360)

