

Salesforce Integration

Salesforce's Education Cloud is core to your enrollment, student success, and alumni relation efforts. Having the data inputs from each of those services collected in one system is crucial to your success. Luckily, connecting PeopleGrove into that mix is just as easy to accomplish, and as equally impactful to your bottom line.

With two-way synchronization between Salesforce and PeopleGrove, the silos surrounding your user data are lifted, giving you a more complete picture of your institution's community. It also improves the experience for your end users by showing them an interface that's most relevant. Combine your user tracking data with two-way synchronization and dynamic updates.

Use Cases

- Trigger automated workflows in Salesforce for personalized fundraising appeals
- Automatically enroll qualifying students in formal mentoring programs or networking groups
- Reduce melt by running intervention workflows in Salesforce, triggered by data inputs from PeopleGrove
- Automatically enroll students in developmental Pathways



Benefits



Automatic Updates

User activity logged in Salesforce is automatically updated in PeopleGrove - know when students are admitted, students change majors, and more.



Metrics Synced

PeopleGrove community metrics synced to Salesforce - stay up to date on when students attend networking sessions, connect with an alumni mentor, and more.



Detailed Sync History

View sync history at any time - what object was synced, identifying keys used, and number of successful or failed records in the sync.



Simple Setup

Easy configuration - no need to ask your IT team for assistance, we've already done all the coding for you.

Potential for Impact



Alumni Association

Increase annual giving by customizing appeals using live alumni engagement data



Career Center

Increase student engagement with alumni mentoring programs



Enrollment Office

Reduce melt by granting newly-enrolled students access to your PeopleGrove platform



PeopleGrove

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[PeopleGrove.com](https://www.peoplegrove.com)

Learn more by contacting your
Strategic Partner Manager or visit

[PeopleGrove.com/tour/groveconnect/salesforce](https://www.peoplegrove.com/tour/groveconnect/salesforce)