EUNIS Congress 2021

Learning, teaching and the power of a connected student experience

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Your speakers

Meet Eva
Director of Digital Strategy and Assistant Dean

Meet Dan
Sales Director myday by Collabco
Agenda

• The needs of customers and mobile app expectations
• About WHU & Collabco
• Value of WHU Mobile
• Round up and conclusion

Please ask questions as we go
The needs of customers & users and mobile app expectations

• Equity of access is very important, whether that’s accessibility or device type, age, or operating system. There should be no limitations on the end-users devices and access should be available anywhere and at all times.

• Apps are everywhere and do (almost) everything. Expectations about functionality, ease of use, and speed are very high. Younger people in particular have higher expectations – it must work.

• Apps connect people, whether that’s students to the institution, faculty to the institution, or peer to peer. Apps help us identify with each other and with the world around us. Apps should allow us to express our unique identities and be personal to our own journeys.

• Staying connected to your user community is more important than ever! Being able to send the right alerts to users at the right time and in the right location should be everyone’s priority. With apps, it’s possible to deliver timely, personalisation communications to each and every individual.

• To keep students coming back, they need to know there is fresh content and information that’s relevant to them. Integrating data from existing systems takes the burden off administrators and ensures that the latest information and data is always available.

• There must be an engaging and demand driven development roadmap. How does a mobile app help keep institutions at the top of their field? It’s through strategic alignment to the mission and delivering new features which your users both want and need. Trusted partners must understand your business and your users to help keep you on top.
About WHU & Collabco

Partnered with Collabco to deliver the leading School of Management mobile app.

Commencement and integration of systems
• Timetable
• Courses
• Assignments
• Grades
• Library
• Directory
• Email
• Cafeteria Menu

Released interface design
• Custom branded interface
• Unique app design
• Simplified layout with live personalised data

Launched to BSc students

Launched to MBA students

Launched to Doctoral students

Intranet integration with push notifications
• Integrated notifications across mobile and intranet
• Simple administration from one place

Students Reps adoption

Dec 2019
March/April 2020
June/July 2020
Sept 2020
Jan 2021
Today/Future
Value of WHU Mobile

Platform (so far this AY year)
101k home page views
102k app views
7.5k content page views
75+% adoption

Student Feedback
• Very positive feedback from students (highest value-added for full-time on-campus students)
• High usability; all in one place
• Most valuable functions: courses, grades, lunch
• Student innovation – lunch menu & mapping
• Future plans for development: true integration of / with relevant other systems & apps (like payment, opening doors, printing, videos)

Unique targeting
• BSc/MSc
• MBA
• Doctoral
Q&A

Any questions...?
Thank you for joining!

If you have any further questions, please don’t hesitate to reach out to us on

sales@collabco.com