

University of Michigan: Alumni Engagement

The business pain point

The University of Michigan's Alumni Association leadership team studied user behavior on their website, which led to illuminating results. They found that 62% of alumni were checking out as "guests" when renewing their Alumni Association memberships rather than logging in.

Many alumni want to stay engaged with their alma mater, but often they don't remember their university username and password or their access is cut off after graduation.

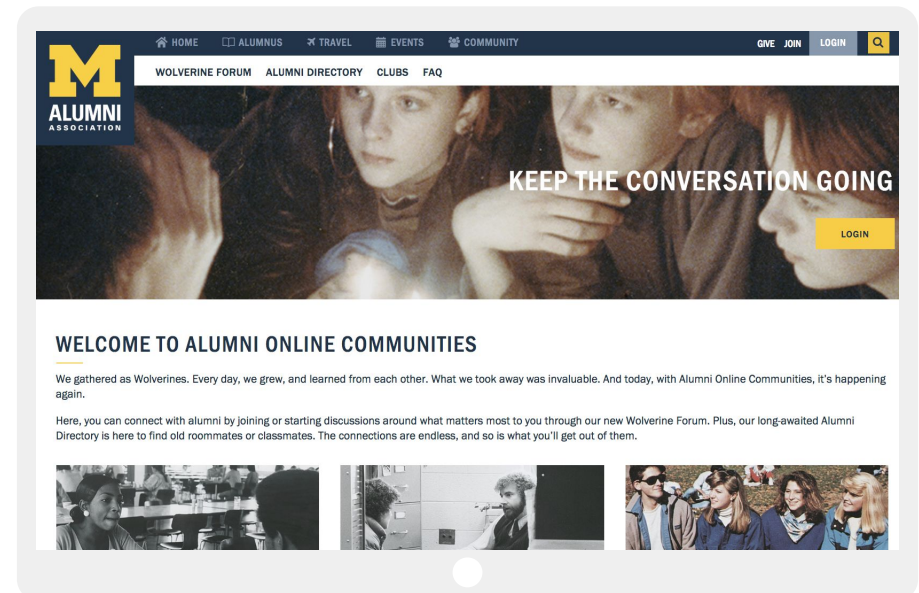
This led to two outcomes: either the system couldn't properly match the existing accounts with the new guest accounts, increasing calls to the help desk, or a duplicate account was created.

Calls to the help desk wasted valuable time and resources and duplicate accounts created muddy data, all contributing to a headache for service desk staff and alum.

How did Cirrus Identity help?

After enabling social login and account linking through Cirrus Identity's solutions, studies revealed that guest checkouts dropped to an astounding 21%.

In June 2018, with newfound confidence, the University of Michigan eliminated the guest checkout option from virtually all its services and protected all alumni services with the Cirrus Proxy, allowing either social or UMich login.



University of Michigan: Social Login

What do users see?

When an alum adds an item to their cart on the Alumni Association landing page, they are given an option to “Login”.

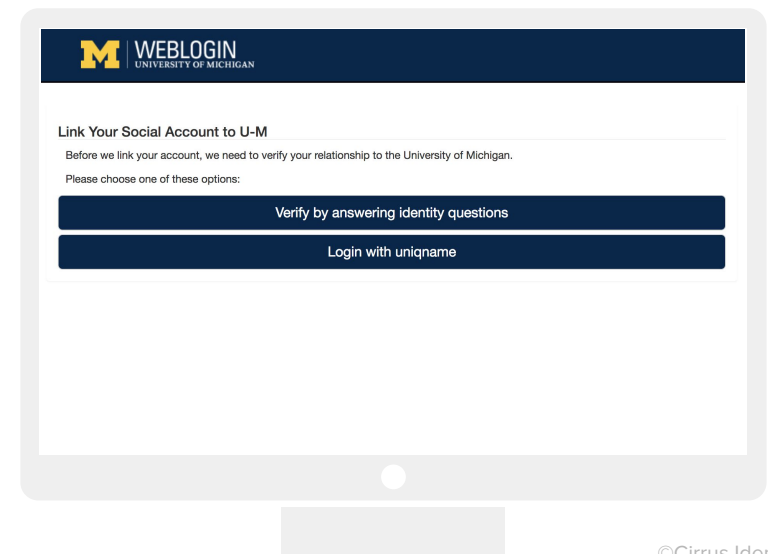
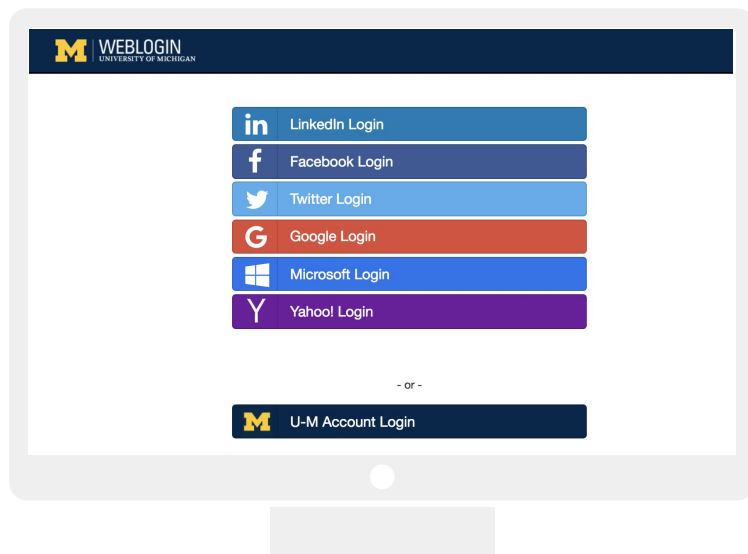
The user is then redirected to the login screen configured for the Cirrus Identity Proxy service, and presented with options to log in with a social identity or their campus account.

Alumni can choose a social provider, log in, and agree to release attributes per social provider terms.

If the user is new, they will be required to go through a one-time “account linking” process to verify their relationship to the University of Michigan.

To prove identity, users are directed to

- Log in with the UMich enterprise SSO using their university account or
- Successfully complete UMich’s ID Verify service, which presents a set of "knowledge-based" questions



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Implementation highlights

The University of Michigan saw numerous positive outcomes after implementing Cirrus Identity solutions. Among the initial noticeable improvements were:

- **A boost in alumni engagement**, which helps facilitate positive, long-term relationships with high-level alumni.
- **Streamlining access for alumni** and getting rid of frustrating account registration and password reset problems.
- **Elimination of administrative overhead** via a reduction of IT spend and service desk time, equating to significant savings over the lifetime of the implementation.



University of Michigan: Social Login

Cirrus Products Used



Gateway Service

Easy integration of social login to your enterprise web SSO environment.



Account Linking Service

Link external identities from social login or our external identity provider to organization identifiers.



Identity Provider Proxy

A single identity provider endpoint with sophisticated attribute and protocol capabilities when service providers cannot support multiple identity providers natively.

Product Integrations



RESULTS

"We piloted Cirrus Identity's social login solutions for our public facing Salesforce portal and Online Communities. It dramatically increased alumni login rates, which substantially reduced ongoing support requirements. It has been very successful, and since the original pilot we rolled out the Cirrus solution to all our other alumni services and platforms".

-Andre Zoldan, Senior Director of Technology, Alumni Association, University of Michigan