

Davenport University Builds Unique Integrated Shopping Experience, Restoring Value of the Online Bookstore

Overview

When it comes to their bookstore, Davenport University, a private, non-profit university with campuses across Michigan and online serving over 10,000 students, has two goals: lower instructional material costs and improve student satisfaction. In order to fulfill both initiatives Davenport partnered with Akados, an Online Bookstore provider.

The Opportunity

According to annual student surveys, Davenport students reported that they wanted the Online Bookstore to provide them with lower-cost course materials and an improved customer experience. After reviewing the survey results comment by comment, and speaking with students around campus, Davenport University decided to look for a new Online Bookstore provider who would be able to lower the cost of course materials and improve the overall shopping experience.

The Solution

Davenport University partnered with Akados to offer more value to their students. The integrated Marketplace was just one of the many unique features offered by the Akados platform that drove the University's decision. The Marketplace provides students with flexibility and the potential for great savings — on average 60% off publisher's list price. Students can compare the price of new, used, rental, eBook, and Marketplace books before making an educated decision on which option best fits their needs. Students also have the option to sell their books on the Marketplace year-round to further reduce the cost of ownership of course materials.

“The cost of textbooks is an important consideration in student satisfaction, so a move to Akados' online bookstore model will help us offer more value to our students.”

— JayLynn Bergers
Director of Bookstore Operations

In addition to providing students with a broad selection of lower cost course materials, Davenport integrated their Student Information System (SIS), Banner, with the Akados online platform in order to create a more seamless student experience. The integration with Davenport's existing systems developed a custom solution for course registration, book ordering, and financial aid processing needs. Through a single sign-on platform, students are able to log in to the Online Bookstore and view their personalized MyCourses page, populated with textbooks associated specifically with the classes they are registered for. Students can also apply their financial aid book vouchers, with balances updated in real time, during the check-out process. The integration also makes it possible to pre-populate the shipping address field during checkout, which simplifies the process even further. Searching for low-cost textbooks and applying financial aid has never been easier. Everything the student needs is right there waiting for them, which cuts down the ordering process to a matter of minutes.

Results

After just one term, Davenport University students have saved over \$500,000! A recent follow-up survey shows that the majority of students are very satisfied with all aspects of the new Online Bookstore, including site navigation, the ordering process, and delivery time.