CASE STUDY

IMPERIAL COLLEGE LONDON
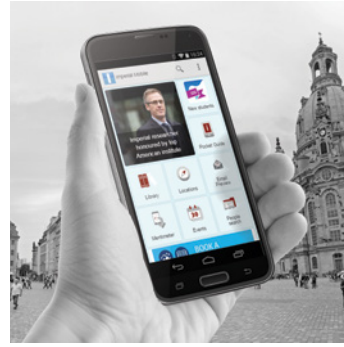
Student Portal

ExLibris
campusM

SUCCESS INDICATOR

Marked increase in usage of Imperial Mobile

IMPERIAL MOBILE, THE campusM MOBILE APP OF IMPERIAL COLLEGE LONDON, NOW DELIVERS CONTENT AND SERVICES TO BOTH MOBILE AND DESKTOP CHANNELS, REPLACING THE DESKTOP-ONLY STUDENT PORTAL.

✳
GOAL
Replace student portal with omni-channel digital communications platform

↻
RESPONSE
A responsive and unified solution for desktop and mobile

✓
SUCCESS
Increased student uptake; smooth switchover on desktop channel

DELIVERABLES

- Responsive lean portal – Imperial Mobile works on both desktop and mobile channels

- Timetabling – Consultancy work to enrich lean portal with personalized timetables

- Smooth portal switchover – No support needed to redirect web users to Imperial Mobile

OUTCOMES

- One-stop shop – A unified omni-channel application for key student information

- Staff savings – Imperial can channel development resourcing into a single application

- Uptake – Marked increased usage of Imperial Mobile, without need for promotional work

FUTURE PLANS

- Active tiles – Key personalized information at a glance across all channels

- Targeted content and push notifications –personalized provision across desktop and mobile

- Library and e-Learning – Integrate content from key campus systems on Imperial Mobile

❝ By consolidating our existing student portal with the campusM responsive lean portal, we have put our resources into a single solution and made it much better. ❞

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Ex Libris is a leading global provider of cloud-based solutions for the management, discovery, and delivery of the full spectrum of library materials, as well as mobile campus solutions for driving student engagement and success.

Ex Libris solutions are in use by over 5,600 institutions in 90 countries, including 43 of the top 50 universities worldwide and more than 40 national libraries.