



### About

**Bay Path University** is a private university located in Longmeadow, MA, serving over 2,300 students. Bay Path offers all-women Bachelor's degree programs (both on campus and online) and co-educational Master's degree programs (both on campus and online). The University also has a One-Day-A-Week College for adult women and The American Women's College, the first all-women online college.

*Sierra-Cedar embraced Bay Path University's priorities and instilled confidence at every turn.*

**Trish Bonica, Project Management**

### Corporate Headquarters:

Longmeadow, Massachusetts

[www.baypath.edu](http://www.baypath.edu)

### Industry:

Higher Education – Private Institution

### Technology:

Salesforce.com

### About Sierra-Cedar

Sierra-Cedar delivers industry-focused client success by providing consulting, technical, and managed services for the deployment, management, and optimization of next-generation applications and technology.

[www.Sierra-Cedar.com](http://www.Sierra-Cedar.com)

## Bay Path University Leverages Salesforce Solution to Facilitate Communications

### Background

Bay Path University contracted with Sierra-Cedar to assist with a Salesforce solution for its student advising staff. The team utilized the Case Management, Knowledge, and Live Agent features to create a solution that facilitates communication between the institution and its constituents.

### Collaboration

Bay Path personnel provided project requirements in an easy-to-understand, iterative fashion. Configuration was done on schedule for the various components and feedback was provided in a timely manner, resulting in an efficient and productive team effort.

### Solution

Bay Path and Sierra-Cedar leveraged Salesforce "Out-of-the-Box" features in the design to reduce rollout time and keep the project within Bay Path's budget.

The following Salesforce features are now live at Bay Path:

- **Service Cloud Console**  
A new case resolution process using the Salesforce Service Cloud Console was developed to assist Bay Path's student advisors. This solution allows advisors to record open issues with students and to share this information with other staff to aid in resolution. Neither this process nor this level of visibility had existed previously.
- **Knowledge**  
Sierra-Cedar guided Bay Path in the organization and configuration of Knowledge articles within Salesforce. An approval process was put into place to prevent article writers from publishing articles for others to view in Salesforce without managerial approval. These articles assist the counselors with procedures when advising students. Counselors are also able to quickly and easily email articles to students for additional support.
- **Live Agent**  
The team implemented the Salesforce Live Agent feature, which is designed to work natively with other Salesforce offerings. Configuration was customized to reflect the expected volume of chat requests and advisors available to respond to inquiries.