

How to Level-Up Your Student **Engagement**

The background features a series of concentric, light blue circles centered on the left side of the image. A small, light blue circle is positioned at the center of these concentric circles. A dark blue rectangular border is drawn around the central text area.

**STAND PIC OF ME AND JU, HELOA
CONFERENCE**

GECKO

We're 10 years old!



**Gecko wouldn't be what it is today
without our clients!**

GECKO 

**100M interactions
with students since
2012, 32M last year!**

Type	2022
Text Messages	12.5M
Emails	11M
Form Responses	5M
Chat & Bot Messages	4M
Calls	260K
Total in 2022 (so far)	32M+
Events	50K

Our Platform



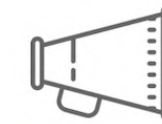
Event Management

Increase the success of campus, and virtual events



Live Chat

Consolidate, and measure conversations with students



Marketing

Send bulk, targeted texts and emails to engage students



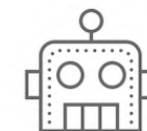
Data Capture

Collect quality data online or offline, anywhere



Call Centre

Setup a student call centre in a matter of minutes



Chatbot

Answer non-complex repetitive questions



Video

Easily stream virtual events to large audiences.



**Gecko is the technology
that wraps around you &
your team giving everyone
superhuman ability!**

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How to Level-Up Your Student **Engagement**

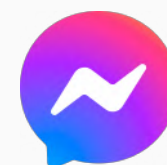
Integrations



slate



TRIBAL



Enterprise CRM

**We've seen the shift first hand.
60% of our UK customers are now
using an enterprise CRM.**



**4 Out of 5 Customers use
Gecko alongside their CRM...**

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We have questions....



- Were you told your CRM would do **everything** you needed?
- Were you promised the world and **sold a dream**?
- Were you reassured you could get rid of other technologies as they were **no longer needed**?

You may have been Catfished by your CRM

CRM conversations are often about the internal look and feel, how it's going to make teams more efficient, and how it's going to help people do their jobs better through workflows and automation.

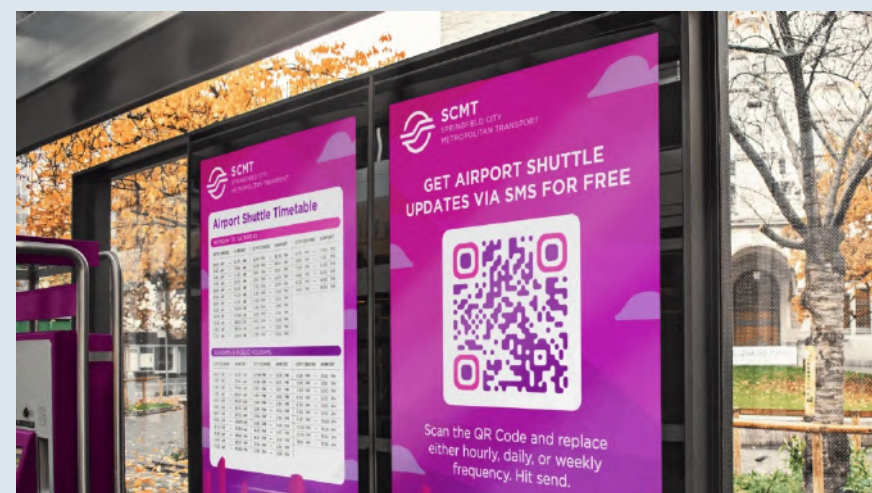
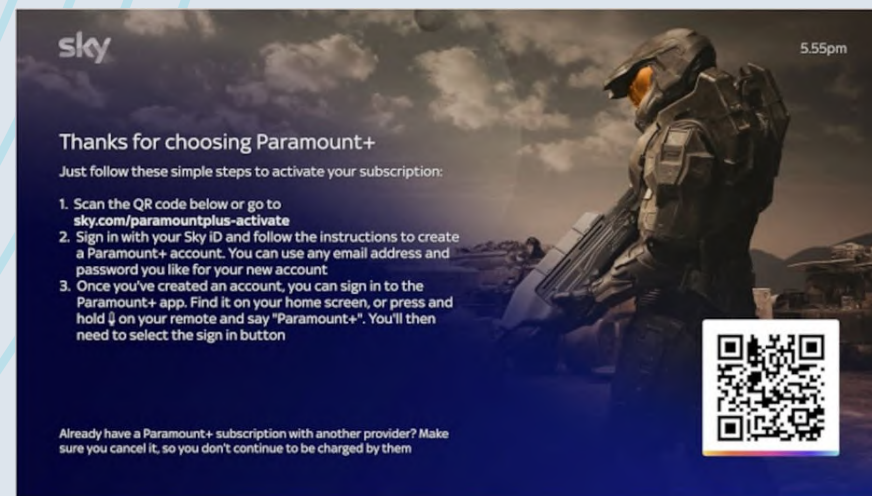
What people don't realise, often until it's too late, is that there are gaps in a CRM platform. If you don't mitigate those gaps, you're in trouble



Where Gecko adds value...at a glance

- Designed for higher education
- User friendly
- Plugs the gaps
- Puts the power in your hands
- Fast implementation
- **Expert** knowledge

QR Codes...



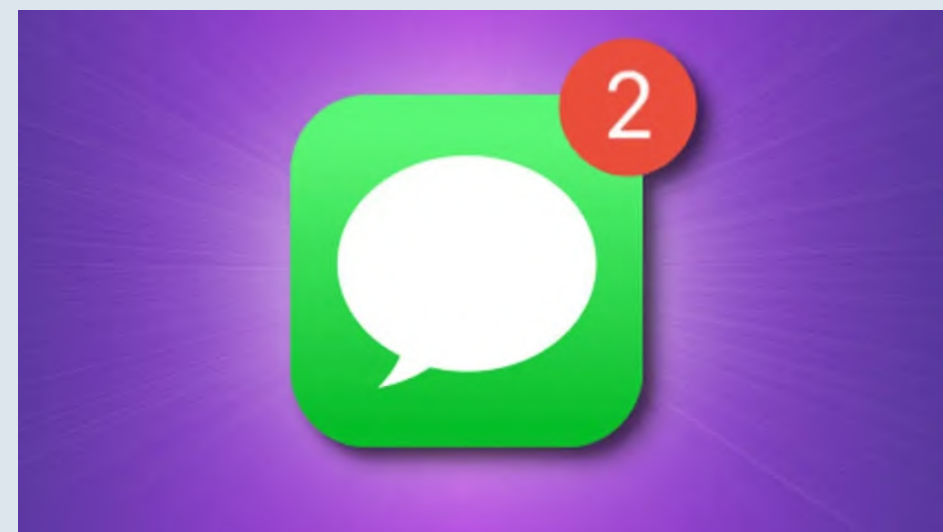
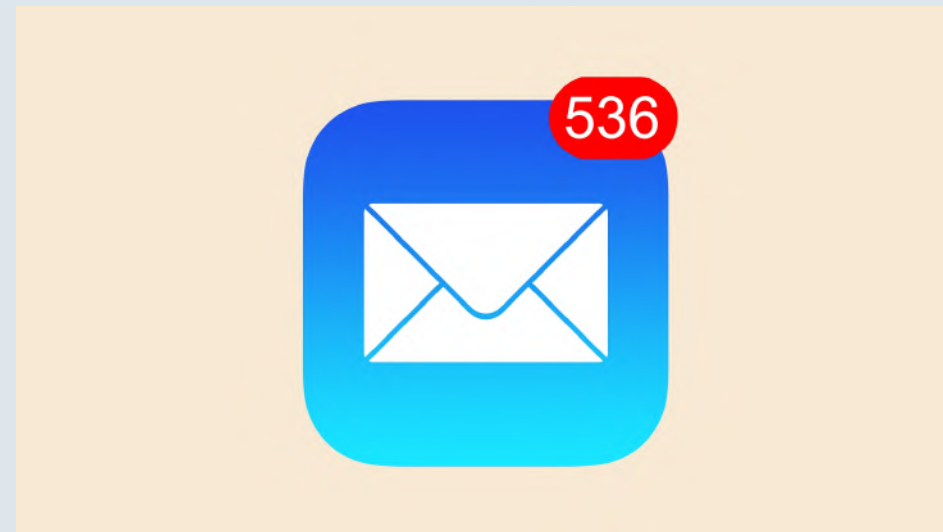




QR Codes in Higher Ed....

- Data Capture
- Check-in students at events
- Direct students to chat / chatbot
- Point students to web pages / forms
- Download apps / resource materials
-**Lots more**

Diversify Your Communication Channels...



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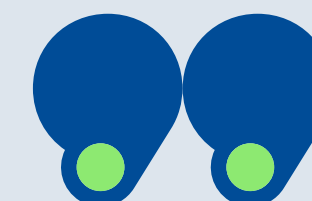


Phil Smith
Marketing Coordinator CRM
Northumbria University



By introducing SMS messages to our event communication plans we have seen a rise of around 90% in event registrations.

Even more pleasing for us, overall event attendance is up 30%. We received a record 400 bookings in a 24 hour period after our first SMS campaign.



6 Texts That will drive **engagement** at your events...

- Booking confirmations
- Reminder texts - 1 week to go, session about to start
- Updates, venue/time changes
- Feedback forms/additional information
- Access portal pages
- Promote sign ups

Questions?

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