

# United States Military Academy at West Point Summer Leaders Experience

*Moving to a near-paperless recruiting and attendee management system.*

## OVERVIEW

The United States Military Academy at West Point (USMA) is a well-known institution. HESFP, LLCs objective was to enhance and automate multiple processes related to the Academy's Summer Leader Experience (SLE) program administration by implementing Salesforce Service Cloud, Government Cloud, Communities, and Marketing Cloud.

## Key Metrics

- 3,100 users deployed
- Eliminated the generation of 5,500 paper forms per year
- Saved participants \$1,650 in annual postage costs and \$3,300 in annual money order expenses
- 50% reduction in application processing time
- 60% reduction in Medical Questionnaire and Power of Attorney forms
- 99.6% reduction in Case resolution timing
- 80% reduction in processing and analysis time and a 00% reduction in room and badge assignment time.
- Eliminated historical paper file storage need of 1 file box per year for 6 years.
- Migration of 11,000 existing candidate records.



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## CHALLENGES

- The SLE registration process was a manual, paper-based process for the application, selection, registration, and ongoing management of participant information.
- Capabilities did not exist to automate or manage communication, or collaborate with participants.
- Payment for the SLE program was submitted via a mailed check or money order; there are typically between 4,500 and 5,000 applicants for 1,100 positions.
- USMA administrators manually evaluated the applicant pool and extended offers for 1,200 SLE candidates per season, then manually assigned all 1,200 SLE participants to platoons, squads, rooms, and workshops.

## SOLUTIONS

Leveraged Salesforce Experience Cloud and Service Cloud within the Government Cloud to implement an SLE participant solution that is nearly paperless.



**Paperless Solutions**



**Application Support**



**Case Management**

### Salesforce Configuration

**1**

Provided online registration and document upload capability using person accounts, custom objects, an Experience site, online applications, and automated offer extensions.

### AppExchange and System Integration

**2**

Enabled S-Docs to capture and transmit critical information via PDF and "Chargent" for direct online payment, integration with PayPal and in-house admissions database to refresh candidate data hourly.

### Student Support

**3**

Implemented FAQ capabilities within the Experience site for participants, and implemented Cases to track and resolve participant issues.

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## RESULTS



### Student Experience

1

Created an online portal with automated processes capable of supporting 6,000 applicants and 1,200 participants.

2

Automated User Setup  
Automated provisioning of the participant to the online community for ease of long-term maintenance and minimal manual administration.

3

Modern Payment Process  
Online payment capabilities via "Chargent" replacing previous check and money order payments.

4

Continuous Improvement  
A trackable feedback loop allows USMA personnel to quantify common issues for feature enhancements.

5

Secure Document Maintenance  
Electronic capture and maintenance of critical documents via S-Docs.

6

Faster Communication, Streamlined Support  
Provided capability for automated email communications with participants, and an online community for FAQs and support request deflection.

7

Deep Analytics  
Real-time applicant evaluation data analytics and automation offer extension capabilities.

“

*Overall, I was very satisfied with the project. It has made the SLE process much more efficient for my staff and I.*

*The HigherEchelon team was always accessible and quickly worked to address any issues.”*

**— LTC Rance Lee**

### Products Used

- Salesforce Service Cloud
- Salesforce Experience Cloud
- Salesforce Marketing Cloud
- AppExchange solutions
- S-Docs integration
- Chargent integration
- Custom SQL-based Academy Management System Integration



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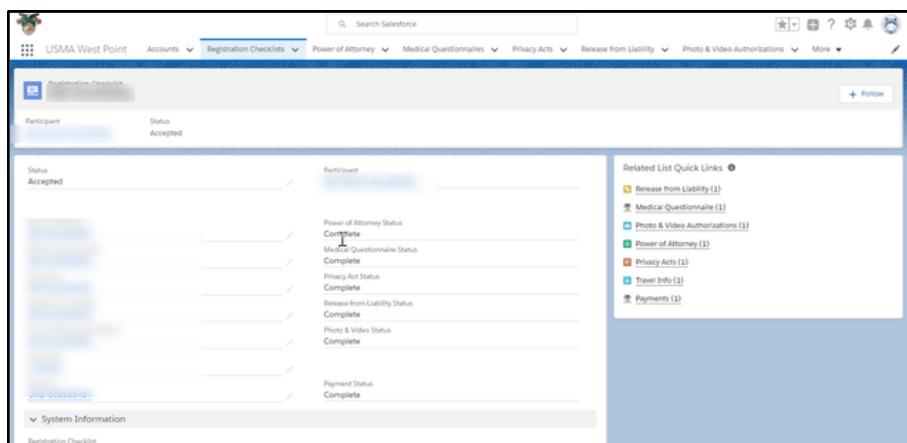
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## THE APPLICATIONS



*Student-facing welcome page for branded Experience Cloud site with basic, straightforward navigation.*



*Sample USMA internal student checklist record page, providing easy access to related records.*



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