



FORDHAM'S GABELLI SCHOOL OF BUSINESS SELECTS QWASI TECHNOLOGY FOR MSMI 2021 FALL ORIENTATION



QWASI is excited to work with Fordham University's Gabelli School of Business to elevate their MSMI orientation with an innovative virtual experience program.

SOLUTION



QWASI's interactive orientation platform offers students a seamless transition into academic programs while receiving valuable tips, insights, and resources through gamified activities

The Gabelli School wanted to innovate their new student engagement process in a post COVID world to provide an on-demand resource for students to leverage that prepared them in advance for their new world, and also acclimated them to new surroundings in a more interactive way. With QWASI's platform, the Gabelli School orientation team setup fun interactive missions for students to complete using their mobile devices to preview and confirm completion. As they completed activities like registration, meet with advisor, join on social – the student collected points that they were able to redeem for school branded giveaways.



GABELLI SCHOOL OF BUSINESS

The Gabelli School is a top US Business school and program that consists of the undergraduate and graduate Business schools of Fordham University. With a rich history that dates back over 100 years, the school aims to develop its students into top business leaders.



"Effective communication with incoming students is always a challenge. New students, often from different parts of the world, can be overwhelmed with information at a typical orientation. That's why we were delighted when QWASI provided the opportunity to develop a fun and interactive mission-oriented online interface to welcome and educate our over 100 incoming graduate students. With this platform, student engagement is amongst the highest we've ever seen, and we look forward to reusing this QWASI-developed approach in the future."

PETER JOHNSON

PROGRAM DIRECTOR, MS IN MARKETING INTELLIGENCE



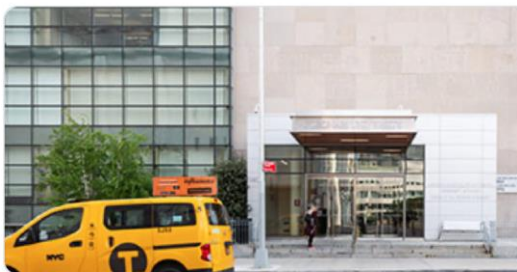


THE EXPERIENCE



- + 360-degree student engagement and connectivity
- + Greater data insight generation through feedback
- + Facilitate a smoother student transition

QWASI's interactive orientation program provides data insights on student activity completion, social amplification, and over 1,000 new data insights on the new student experience. The program allowed for better understanding of student behavior and expectations while further promoting a greater level of connectivity between students and program leaders and faculty. Whether students were local or international, virtual or in-person, the experience simplified the way students learn, engage with their new school and had more fun interacting with their new surroundings.



MSMI Program Orientation

October 8, 2021 - October 12, 2021

[REGISTER](#)
[LOGIN](#)

ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.



99%

Reduction of print paper used to share information for new student onboarding and campus life engagement

CAMPUS TECHNOLOGY

76%

of higher education institutions believe that online learning tools and platforms should be made more accessible to students

EDUCATION DATA

48%

of students reported higher levels of satisfaction when using a mobile app to find campus information, versus searching the school website

READY EDUCATION