ADVISING APP®

BY CANYON GBS®

the future is now.

Advising App can help you:

- **Foster meaningful engagement at every step of the student journey.**

- **Personalize outreach across channels to reach students wherever they are.**

- **Make data-informed decisions with a unified view of student information.**

- **Identify and act quickly on educational opportunities and challenges.**

- **Streamline recruitment and retention processes in a cost-effective way.**

- **Implement robust advisor–student coaching tools to strengthen guidance.**

- **Leverage best-in-class AI to streamline operations and boost staff productivity.**

- **Manage tasks efficiently and collaborate seamlessly across teams.**

Purpose-Built for Colleges

Advising App provides your staff and students with a comprehensive suite of capabilities designed to enhance efficiency, deepen engagement, and drive student success:

Enterprise AI

Boost staff productivity with advanced AI tailored for higher education. Get instant answers to questions, automate repetitive tasks, and quickly analyze documents and images. Easily create secure, custom AI advisors trained on your college's data, allowing effortless knowledge-sharing and streamlined team collaboration.

Full Lifecycle Student CRM

Manage the entire student lifecycle seamlessly from first inquiry through graduation. Easily track prospective students, engage them proactively, and personalize every communication. Gain a comprehensive 360° view of each student to boost enrollment and retention rates.

Digital Front Door

Give students simple, 24/7 access to personalized information, critical communications, and convenient self-service tools. Use our technology to enhance your existing website and boosts student satisfaction, keep them engaged, and supports their progress toward graduation.

Collaborative & Inclusive Design

We developed Advising App in close partnership with educators to help institutions promote student success and inclusivity. We prioritize affordability and thoughtful design, with a focus on how race, ethnicity, and income impact student outcomes. Through direct collaboration with colleges, Advising App provides your staff and students with practical tools that drive meaningful engagement and deliver measurable results.

Addressing Today's Higher Education Challenges

Colleges today face complex, ever-evolving challenges that demand innovative and effective solutions. Advising App streamlines campus operations and enhances student support to meet these modern needs head-on. Purpose-built for higher education, it empowers institutions to achieve meaningful, sustainable outcomes for both students and staff.

Advising App offers tools that increase administrative efficiency, strengthen student retention, and boost completion rates. Developed with input from educators, industry experts, and students, our platform aligns with your institutional goals by fostering innovation, operational excellence, and lasting impact.

Canyon GBS®

A Comprehensive System of Engagement for Higher Education Success

Advising App provides a clear, complete picture of each student's academic journey. This holistic view helps staff deliver meaningful support at every step, improving student outcomes.

Actionable Insights to Drive Success

Advising App integrates diverse data sources to help institutions deeply understand student behaviors. This empowers your staff to quickly identify challenges, seize opportunities, and deliver timely, personalized support.

Personalized Student Engagement

Advising App enables colleges to develop targeted communication plans, strengthening student connections. Each interaction is personalized and relevant, boosting student engagement and building lasting relationships.

Streamlined & Data-Informed Management

Advising App integrates smoothly with your existing systems, providing robust analytics for informed decision-making. By simplifying data access and workflows, it helps your team spend less time on administrative tasks and more on student success.

Committed to Compliance and Security

Canyon GBS prioritizes data security and regulatory compliance to protect your students' sensitive information. Our cloud-based solutions meet rigorous higher education standards and best practices, with robust encryption and regular independent audits. With Advising App, your institution stays secure, compliant, and focused on student success. You can trust our ISO 27001-certified and SOC 2-compliant infrastructure to safeguard your critical data at every step. Our commitment to security means you can confidently scale your student support without compromising privacy or compliance.

Student Self-Service
Full Lifecycle CRM
Artificial Intelligence

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Join the Canyon GBS Community

We invite you to join our community dedicated to transforming higher education. Together, we can create a more inclusive environment where every student has the opportunity to thrive.

Advising App is more than just a product—it's a partnership. Designed to help institutions unlock each student's potential, it offers tools to enhance engagement, streamline processes, and provide actionable insights that complement your existing efforts. Together, we can address today's educational challenges while building a stronger, more equitable future for all students.

Advising App delivers specialized tools built to tackle the unique challenges of higher education institutions. Our solutions empower your team to boost student engagement, streamline administrative processes, and leverage data-driven insights for better decision-making. With intuitive technology built for immediate impact, Advising App positions your college to effectively nurture student success at every stage. Together, we can eliminate barriers, foster inclusivity, and ensure every student has the support and resources they need to thrive. Partner with us to unlock each student's full potential and create meaningful, lasting results.

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ABOUT CANYON GBS

Canyon GBS delivers innovative, affordable technology purpose-built to help higher education institutions recruit, retain, and graduate more students. Our flagship product, Advising App, combines powerful CRM tools with advanced enterprise AI to boost staff efficiency, improve student engagement, and elevate operational performance. With personalized implementation, seamless integration, and expert training, we ensure your institution achieves rapid, measurable value. As your trusted partner, we are committed to supporting your mission, driving lasting student success, and fostering institutional excellence.

Learn more about Advising App at https://canyongbs.com/advising-app