

University of Massachusetts Boston  
Higher Education Case Study

# Transforming Academic Advising: The MassMailer Edge for UMass Boston

Explore how UMass Boston navigated Salesforce email limitations to achieve seamless student communications and complex academic advising with MassMailer.



## The Client

The University of Massachusetts Boston serves a diverse student population of approximately 16,000. It is Boston's only public research university and is committed to student success as detailed in their 10-year strategic plan, For The Times. The Office for Advising Excellence, within Student Equity, Access, and Success (SEAS), is tasked with aligning and enhancing academic advising across the eight schools and colleges of the university.

To achieve this goal, UMass Boston relies heavily on Salesforce as a centralized case management tool for advising.

However, several challenges with Salesforce make it difficult for SEAS to execute its tasks efficiently.

## The Challenges



Before switching to MassMailer, UMass Boston faced several hurdles in Salesforce that affected their large-scale student communications. Salesforce's native email functionality and supplementary manual processes posed severe limitations for their advising platform.



### EMAIL QUOTAS

Salesforce's inherent limited email quota was the primary obstacle for UMass Boston. It severely restricted the volume of bulk email that the various advising offices could send to targeted students. Each office had its own high-volume outreach requirement for critical deadlines, registration notifications, and other academic support emails.



### TIME-CONSUMING MANUAL PROCESSES

Sending bulk emails was a major administrative event with Salesforce. Staff had to resort to indirect, time-consuming workflows such as using Outlook for mail merges or manipulating the Salesforce system manually. There was no efficient way of sending bulk email on behalf of specific advisors or the dean. This led to a very time-intensive setup process and a long lead time for increasing requests.



### DECENTRALIZED AND INCONSISTENT COMMUNICATION

UMass Boston's bulk email operations were scattered. Whether it was sending advising emails or conducting outreach campaigns, each office was left to its own devices to figure out how to communicate with its own groups of students. This led to inconsistency in messaging, a lack of institutional oversight, and difficulties with instilling confidence in centralized communications.



### ABSENCE OF ACTIONABLE METRICS

UMass Boston did not have a consistent, reliable way of checking its email metrics easily. They were not tracking critical data like open rates, click rates, or delivery status in a centralized manner. Therefore, they could not measure student engagement or campaign efficacy, and it was difficult to make data-informed decisions.

## The MassMailer Solution

MassMailer equipped UMass Boston with a native Salesforce solution that provided them with all the necessary tools and capabilities to overcome existing challenges. MassMailer also provided several value additions that streamlined their communications significantly.



### Eliminating Email Restrictions

MassMailer immediately provided UMass Boston with the bulk emailing capacity they required for their outreach efforts. The key benefit came with the ease of use to set up bulk emails, which resulted in countless saved hours while executing email operations.

The teams could now send emails on behalf of the relevant person, a crucial feature Advising required for efficiency in bulk mailings. Advising offices could easily alias the sender and reply-to addresses in MassMailer.



### Better Targeting and Personalization

MassMailer allowed UMass Boston to leverage Salesforce objects and related objects for executing complex campaigns. For example, UMass Boston has an "Early Alert Campaign" where the faculty submit mid-semester alerts that require student-specific follow-ups from the Academic Dean.

MassMailer's advanced personalization helps UMass Boston look at students' academic program records and personalize the communications, including the respective Dean's name and information.



### Real-time Metrics

With MassMailer, UMass Boston now had access to real-time metrics pertaining to its campaigns. They had immediate visibility into metrics such as click rates and who was opening their emails. This data was not easily trackable earlier with Salesforce's native capabilities. Advising offices can now continuously improve their communications based on this data for holistic student success.

By implementing MassMailer, UMass Boston moved from manual, restrictive, and decentralized communications to unified, data-powered, and easy-to-use email hub. MassMailer's seamless integration with Salesforce allowed UMass Boston to achieve complex advising needs while maintaining the goal of student support.

Try MassMailer for **FREE** → [www.massmailer.io](http://www.massmailer.io)



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