

Customer Story: Old Dominion University grows photo submission rate by 75%

Margaret Pollard-Brown - Monarch Card Center Director at Ohio Dominion University

“If you’re a card office director that wants to eliminate long lines, improve team morale, be able to interact with happy incoming freshmen, and save money in your budget for other things, then RemotePhoto by CloudCard is perfect for you!”



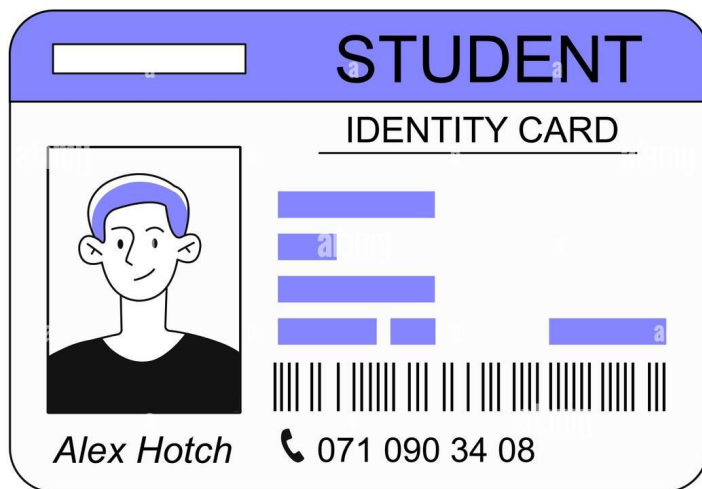
Those are the words of Margaret Pollard-Brown, the Ohio Dominion University Monarch Card Center Director. Before switching to a remote photo capture workflow, these improvements were trapped in an elusive dream that turned into a nightmare every fall.

Old Dominion University, set in the beautiful Norfolk, Virginia landscape, felt anything but peaceful when freshman orientation came around. Despite her best efforts, Margaret’s card office faced extremely long lines, bad photos, frustrated staff, and unhappy students. The card center had tried to solve this problem by having students email their photos to the office, but this was inefficient and resulted in an excess of rejected photos and extra back-and-forth emails to get the right photo. Margaret knew there had to be a cure for their orientation blues and began searching for a solution.

Turns out, RemotePhoto was the perfect remedy for ODU!

Before committing to the product, Margaret had to make sure the university's ITS would sign off on a cloud solution because of unfamiliarity. As a result of RemotePhoto's easy integration and stellar data security, ODU approved its use and moved forward with the new workflow.

Immediately, Margaret was impressed with RemotePhoto's simplicity for both students and staff - in fact, it completely changed the staff's attitude toward freshman orientation. She also noticed that the students had a much better experience obtaining their IDs.



Additionally, the card office's photo submission rate grew by 75% the first semester, positively impacting the Card Center's budget. Margaret no longer had to pay the staff overtime for staying past 8 PM on orientation days. It was a win-win situation for both the card office and staff!

When we followed up with Margaret after she had the chance to use our

product and interact with the RemotePhoto team, her responses brought us so much joy! Here is what she said:

"CloudCard is by far one of the best and my favorite vendors. Their response time is 2nd to none. The product and service that is provided is worth every penny. The team is amazing to work with. I must pay yearly invoices to several vendors, and this is the only one that I have absolutely no reservation about paying immediately. I have shared with ITS and my Asst. Vice President, that if CloudCard goes away, then I will probably not be too far behind."

Old Dominion and Margaret have a special place in our heart because they were one of the first schools to sign up for RemotePhoto and take a chance on our product. We are grateful for Margaret's trust and honored that she considers us one of her favorite vendors. We talk a lot about adding value to everything we touch, and Margaret's kind

words fuel our fire to continue that quest. Hardworking card office directors like Margaret motivate us to keep pushing our limits and improving our product.

If you see yourself in this story, reach out! We'd love to connect and help in any way we can.