

# **An Automated tool For Student Journey Orchestration and Optimization using Machine Learning**

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## **Abstract**

based novel approach to recommending the suitable next best action for the students based on their past performance at university by using customer journey orchestration and optimization. Customer journey orchestration is the process of coordinating customer experiences in real-time to encourage better engagement with the systems and organization. The journey orchestration of university students is currently a manual flow. The main goal of this research is to convert the manual flow of university journey orchestration into an automated flow. The proposed system orchestrates and optimizes the student journeys at each milestone of the university by recommending the suitable path or next best action as the outcome to help students make a successful path throughout their university journey. This research contributes to achieving the educational goals and professional career goals of university students successfully. Furthermore, from the perspective of the university, this proposed system supports everything to facilitate better directions to the students to complete their studies successfully.

## **Keywords**

Customer Journey, Touchpoint, Customer Journey Orchestration, Machine Learning