

# InComm Customer Journey

Feel at Home

Attractiveness,  
Selection & Application



**Central information point**  
A unique point of entry to find consistent and useful information channels of the university.



**Personalized communication**  
A personal approach in personalized messages and direct contact with university staff.



**Know the basics**  
All essential and practical steps to take before and upon arrival.

**Support in finding accommodation**  
Help offered to the newcomers to find housing before arrival to the university.



CELEBRATE  
OUR  
DIFFERENCES!



**One tone of voice**  
Coherent communication from all university staff towards the newcomer.



**Cultural introduction**  
Coordinated activities and information aimed on increasing awareness of the local culture and traditions.



**Legal procedures**  
Information and support on the set of formalities requested upon arrival.

Intro



**City tours**  
Thematic group tours to introduce newcomers to the city.



**Discovering university services**  
Introduction to available services and supporting staff.



**Find your place in the community**  
Introduction to the social ecosystem of groups and associations at the university.



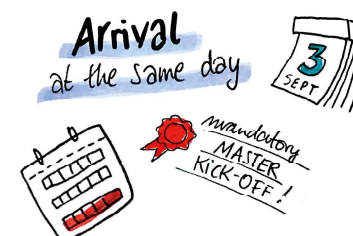
**Introduction to the campus**  
A tour over campus(sus) to help newcomers to find their way around.



**Welcome kit**  
A physical package with the essential information and goodies.



**Get to know each other**  
A moment to meet and greet each other with introductions, presentations or just a small talk.



**Welcome ceremony**  
The first, official and live welcome moment or ceremony for all newcomers.

**Front desk**  
A physical place to ask all questions and get help.



**International classroom/workspace**  
Enable an inclusive learning environment using internationalization policies and practices.



Tackle  
Discrimination



**Institutional support**  
University-organized programs that help newcomers with their specific academic program.



**Peer to peer support**  
Individual and informal activities that help newcomers integrate into the social environment.



**Learn the language**  
A place to learn the local language or improve other languages' proficiency.



**Social events**  
Well spread activities during the first 3 months aimed to socialize and meeting the local community.

**Involvement of communities**  
Getting to know the related stakeholders, associations and informal bodies.



**Career center**  
Integrating newcomers in existing training programs to support their professional development.

