



CHOOSE Agresso Students & CRM

HISTORY

Manchester Metropolitan University is based at seven campuses, five in Manchester and two in Alsager and Crewe. The central Manchester Campuses form part of the largest higher education campuses in the UK and one of the most extensive education centres in Europe.

MMU became a polytechnic in 1970 and gained University status in 1992. It was developed initially as a centre of Technology, Art and Design from Manchester Mechanics Institution (1824) and Manchester School of Design (1838).



'Agresso has an excellent fit with the University's approach to desktop systems and, in particular, a fresh look and feel to the user screens'

Alan Dove Head of
Management Information

Manchester Metropolitan University (MMU) is a modern, forward looking university internationally acclaimed in Sport and Exercise with approximately 33,000 students following full and part time programmes of study.

With exceptional breadth of choice which offers student links with business, science and education its main focus is teaching, research and integration with the region and community.

REQUIREMENTS

MMU identified a need to replace the HEMIS system which was provided by Capita Education Systems. The existing system had served its purpose and it was believed that it was time to update from a screen based system to a more modern web based approach which could improve internal efficiencies and reporting.

MMU stated that the replacement system had to be comprehensive and cover a whole breadth of subjects e.g teacher training through to Science. In addition it was essential that the system complimented MMU's own high standards.

CHOICE

After presentations and contact with Agresso, MMU believed that Agresso's solution was best suited to meeting its requirements. Therefore out of 18 suppliers, MMU decided to choose the Agresso product range.

Agresso's software was chosen unanimously because it addressed all the academic and administrative aspects in the very demanding Invitation to Tender which the University had issued. Alan Dove Head of MI explained;

"Agresso was more user focused instead of administrative focused. We felt that Agresso would promote the declared aim of developing more web based services for our large student population, allowing appropriate access to elements of their records so that they can monitor their own recorded progress".

In addition to purchasing Agresso students software MMU also chose to buy Agresso's new Customer Relationship Management Solution designed to reduce administrative costs by improving procedures, increasing productivity, streamlining workflow processes and improving the flow of information throughout the organisation.

Alan stated that *"the influencing factors were a demanding specification and a balance in sympathy with the current position and current resources."* He continued *"user relationships are very important, good quality information is needed to entice students into the University and we feel Agresso's CRM solution will allow us to address these factors."*

MMU recognised that Agresso CRM will enable MMU students and staff to enjoy the considerable benefits of 'single sign on' to appropriate network and information services.

Alan Dove highlighted that Agresso CRM through workflow, will help the University create, develop, maintain, manage, publicise and amend its large portfolio of programmes.

For MMU the main advantages of purchasing Agresso CRM was the seamless integration with Agresso Students and other desktop software solutions as well as the potential to integrate to further internal systems. MMU now looks forward to continuing its implementation of the CRM solution and maximising the opportunities available.

Agresso CRM

Features:

- A powerful marketing tool
- Familiar look and feel
- Offers a one-stop shop for viewing and managing information, activities and communication
- Tasks and appointments can be managed centrally
- Powerful Flexible User definable screen
- Highly configurable to suit any environment
- Integrates to any Student and Financial Management System

Agresso is one of the leading software houses, providing systems for student, financial and HR management in the education sector.

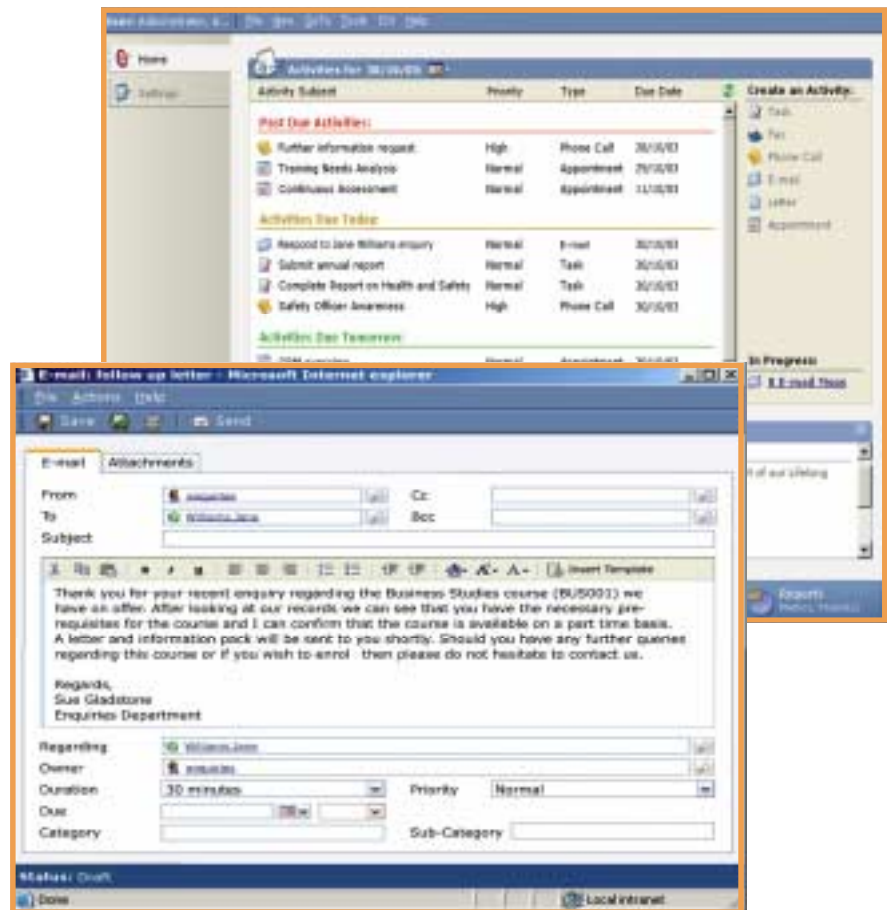
We offer implementation, consultancy, training, project management and support – all subject to TickIT/ISO 9001 accreditation.

User Groups are held to provide a useful forum for discussions on future product developments and enhancements – lending itself to customer-driven product development.

Agresso CRM

CRM is about more than just systems integration, bringing together disseminated pieces of information from all types of databases and sources, its about building relationships that matter, with those that matter—your current students, prospective students and the wider business community.

Our CRM solution will enable you to track any contact with potential students. areas of interest, such as particular course costs, requests for prospectuses and accommodation lists, can all be recorded and the request acted upon.



Agresso CRM also automatically updates the status of the enquiries to allow for tracking from start to finish of correspondence or activities.