



CHOOSE Agresso's CRM Solution

HISTORY

Formerly known as the Roehampton Institute, Roehampton is made up of four colleges which were founded in the nineteenth century for the training of teachers.

Roehampton successfully gained taught degree and research degree awarding powers in 1993 and 1998 respectively and became a partner in the Federal University of Surrey on 1 January 2000, which marked the launch of the University of Surrey, Roehampton.

Now Roehampton University its vision is to be a university with an international reputation for teaching and research, a secure national presence and a distinctive local identity.



"Agresso' CRM solution now provides us with a cutting edge, 21st century tool that allows us to reinvent what student focus means today..... Agresso' CRM solution will allow us to run highly targeted, cost effective, creative relationship marketing campaigns that will demonstrate to our customers that they matter to us"

Subi Balakumar (Acting Director of Marketing, Recruitment & Admissions)

Steeped in tradition and history the Roehampton University has over 8,000 students and is committed to offering as wide a community as possible a portfolio of teaching and learning opportunities across a broad but coherent field of disciplines. Roehampton was one of the first Universities to use text messaging/e-mail campaigns to establish relationships with their customers and in the recent UK Fulfilment Survey that looked at how universities handle enquiries Roehampton came 14th out of 314 Higher Education Institutions reviewed. Relationship Marketing is a cornerstone of Roehampton's success and they recognised the need for more powerful, sophisticated software to run more effective campaigns.

REQUIREMENTS

Roehampton's in-house Access Database was not powerful enough to hold the number of enquiries they were receiving and data was being lost. Another disadvantage they faced was that the in-house system was unable to link to the University student records system (AGRESSO STUDENTS) and did not have the ability for historical analysis or tracking.

By linking to the Student records system they knew they would have the ability to monitor the life cycle of their students, from initial enquiry to admissions to registration to alumni, through recording every contact/correspondence they had with their students.

They needed an easy, user-friendly front screen for data entry, but with the power and ability to capture and report on enquiries in a variety of complex ways. In addition the system would be required to capture marketing information for research and development purposes and provide historical analysis.

CHOICE

After presentations and contact with Agresso, Roehampton realised that their requirements and business were understood and they believed that the Agresso CRM solution, was best suited to meeting their requirements.

John King, Head of Information Systems and Support explained "We chose the Agresso solution as the other systems were too basic for our needs, i.e. they could not capture the market research information that was required. This system is a very powerful CRM tool" he went onto say "we have had a very positive experience working with Agresso through the purchase and implementation of the Student Management System (AGRESSO Students) both in terms of product and support. The opportunity to link the CRM system directly to the student management system under the control of ourselves and one single supplier was a crucial

factor".

Roehampton have found the CRM solution to be very user friendly, with staff able to match previous data entry targets within one week of using the new system.

John King added "Agresso CRM is now the only tool used by the Enquiries team which is the main point of contact for all potential students. At the moment we are concentrating on "bedding down" the system in the Enquiries office but we hope to make the system available to Schools via web access with restricted views. In future it will be used for all CRM management across the University including VIP database, Alumni management, Business contacts management etc"

Roehampton University now has the key benefits of total integration with AGRESSO Students allowing them 'cradle to grave' 'enquirer to alumni' tracking, capacity to drive web publication and the ability to monitor and track the output of staff.

Subi Balakumar (Acting Director of Marketing, Recruitment and Admissions) says "Roehampton's well known commitment to the needs of the individual has been an enduring feature of our offer to students since the middle of the 19th century. Agresso' CRM solution now provides us with a cutting edge, 21st century tool that allows us to reinvent what student focus means today. We have already achieved a significant increase in both enquiries and applications over the past year and now Agresso' CRM solution will allow us to run highly targeted, cost effective, creative relationship marketing campaigns that will demonstrate to our customers that they matter to us."



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 administration, personnel management, financial management and Customer Relationship Management in the education sector.

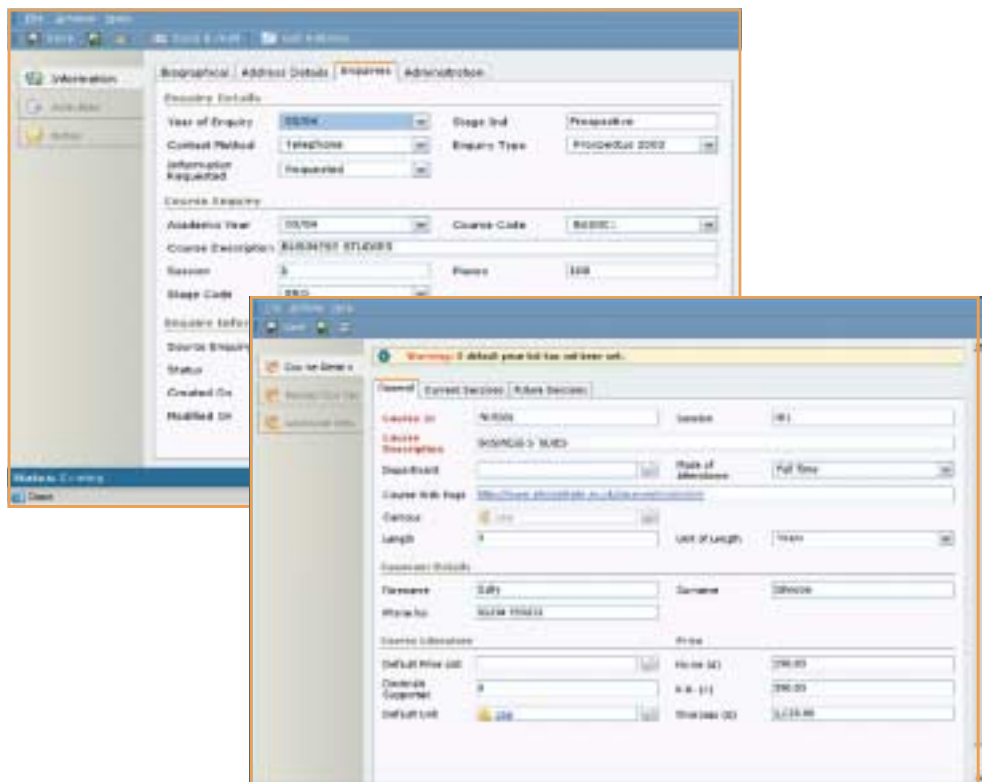
We offer implementation, consultancy, training, project management and support – all subject to TickIT/ISO 9001 accreditation.

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.

The problem of recruiting potential students to an organisation is complex. Our CRM solution will enable you to track any contact with potential students. Areas of interest such as particular course cost(s), 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. For example, once prospectuses have been sent to those individuals who have requested them, the individual's status is altered to reflect this action automatically.