



## CHOOSE Agresso Customer Relationship Management (CRM)

### HISTORY

In 1993 the City & County of Lincolnshire called for a university of their own. Money raised went to pay for the first stages of the new Lincoln University Campus which was opened in 1996 by HM the Queen. This was the first new city campus to be built in the UK in 25 years.

The new campus was transferred to the University of Humberside, which in turn changed its name to the University of Lincolnshire and Humberside. On the 8th October 2001 the university was renamed the University of Lincoln.



*"The End of Day Clearing Report, set up through Agresso CRM was invaluable in producing the clearing offer letters and closing the enquiries in one process."*

Sarah Wood, Admissions & Customer Services Supervisor

The University of Lincoln (UL) believe students deserve the best quality courses and up-to-date facilities, which can be found at their campus in the heart of the old cathedral city of Lincoln. Its vision is to be a 21st century expression of the old university ideal and it was ranked second in the UK for value for money for students.

The University has also achieved the highest possible rating in its two recent Quality Assurance Agency inspections for the quality of its work.

### REQUIREMENTS

UL required a software solution which would help facilitate the flow of critical student information throughout the University. This would help UL to track students from enquiries through application and beyond.

UL recognised the need to increase their productivity through streamlining their current operations, leading to cost reductions as a result of the improvement of their business and administrative processes. UL's administrative processes consisted of staff manually inputting data into 3 different databases, resulting in duplication of effort and inefficient use of resources.

### CHOICE

After presentations and contact with Agresso, UL believed that Agresso CRM was best suited to meeting its fundamental requirements.

Agresso's software was chosen because it addressed all the academic and administrative aspects that the university required from a Customer Relationship Management Solution.

Agresso CRM seamlessly integrated with UL's existing student management system, Agresso Students, which allows UL to follow students at the pre-student stage with enquiries and applications, through the student experience and onto the post-student stage of graduation and alumni.

Matt Cavill, Senior Business Systems Officer, stated "Agresso's Software will help students from initial enquiries through enrolment and beyond, which in turn will enhance the student experience".

Through the purchase of Agresso CRM UL's administrative processes consists of only inputting data once into a single software system, removing the duplication of data entry and improving efficiencies.

Sarah Wood, continued by saying that "the high level of support, guidance and flexibility Agresso offered during the implementation and installation of the CRM System was outstanding."

UL recognised that Agresso CRM would enable their marketing department to create, develop, maintain, manage and measure their student marketing activities, including open days and prospectus requests, in a more controlled manner. "For the first time ever we will be able to track the progress of all enquiries through these different stages" stated Sarah Wood.

UL are now able to integrate web enquiries into their marketing activities which previously they were unable to achieve. Using Agresso CRM they are able to analyse the success of their student marketing activities, including open days and prospectus requests, by their application rates.

In purchasing Agresso CRM, UL aimed to achieve reduced administrative costs by improving procedures, increasing productivity through ease of use, streamlining workflow processes through pre-defined workflow and improving the flow of information throughout the organisation through web deployment.

This has also enabled UL to minimise the installation of the software onto PC's.



# 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

Using the Agresso CRM Scripting Wizard, UL created a user defined script designed to capture the information required from students during the clearing period. This allowed UL to control the information collected and the order in which it was collected.

Agresso CRM has also allowed UL to capture all clearing enquiries regardless of whether the applicant was being made an offer or not.

Sarah Wood stated, "The End of Day Clearing Report, set up through Agresso CRM was invaluable in producing the clearing offer letters and closing the enquiries in one process."

In addition through developing Agresso CRM's

Data Capture component they have been able to identify those students who are accepting and those who are declining their clearing offers.

Sarah Wood continued, "Overall we have been very pleased with Agresso CRM over the clearing period, there have been many favourable comments from administrative and academic staff alike and from a systems point of view it was easy to configure and support."

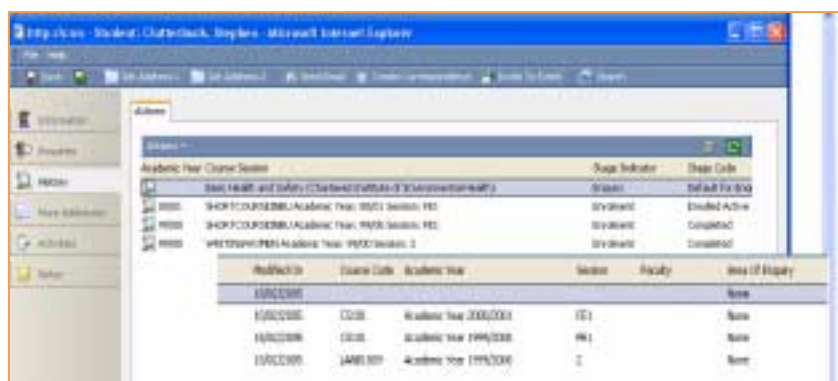
UL looks forward to continuing its implementation of the Agresso CRM solution and maximising the opportunities available both now and in the future.

## 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 cost(s), requests for prospectuses and open days, can all be recorded and the request acted upon.

Agresso CRM's powerful features manage all stages of the enquiry process, designed to provide control over all aspects of student recruitment. It automatically updates the status of the student activity stages to allow for tracking from enquiries to enrolment.



Product	Course Code	Academic Year	System	Faculty	Year of Enquiry
UNIVERSITY	0000	Academic Year 2000/01	FE1		None
UNIVERSITY	0000	Academic Year 1999/00	FW1		None
UNIVERSITY	JAMB01	Academic Year 1999/00	2		None

*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.*