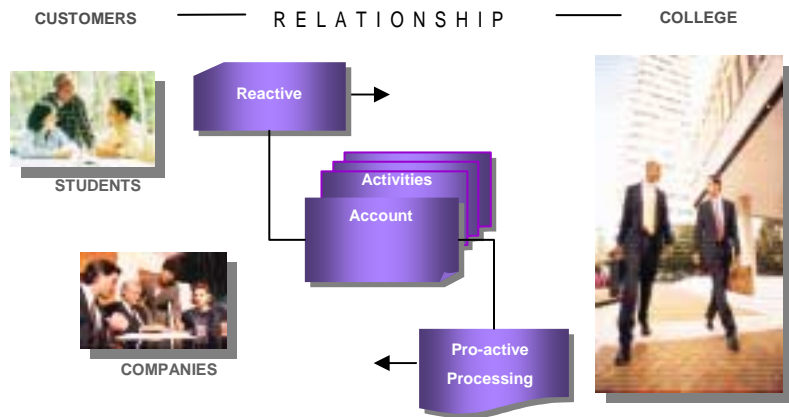


Demands on FE Colleges have never been higher. The sector is being challenged by government agenda, competitive pressures and limited resources. After many years of the same, working harder is not an option. For all levels of staff there is a need to work smarter and this can only be achieved with the help of appropriate technology. The introduction of an appropriate Customer Relationship Management (CRM) system can deliver immediate tangible benefits in many ways:

- ◆ Senior managers will have the data to allow them to monitor the progress towards widening participation and links with the local business community.
- ◆ Departmental Heads can manage their student recruitment processes more efficiently and target additional learning opportunities at forthcoming completers.
- ◆ Those responsible for Marketing to the local business community will have a tool that befits the high levels of contact management required.
- ◆ Staff at all levels can manage their daily workloads more pro-actively and easily alert team members to pending tasks.



Agresso Limited is the only specialist supplier of management information systems to the FE sector to have developed a Customer Relationship Management system specifically aimed at the needs of college users. With 13 years experience and over 100 college customers, Agresso was uniquely placed to develop a system directed at making colleges more customer-centric and maximising their income earning opportunities without increasing operating overheads. Based upon the Microsoft CRM framework, Agresso CRM consists of a range of modules aimed at functional areas of a college which have been bereft of unified systems in the past and which can truly benefit from the introduction of an integrated and automated approach to data handling. Marketing processes and those areas of the college dealing with individual or corporate enquiries are key early candidates to benefit from Agresso CRM, although the ultimate pay-off is achieved when the system is used comprehensively throughout the college.

Key Features

- ◆ Improves the functional capability of customer-facing staff and provides potential customers with a professional and consistent service.
- ◆ Improves the market communication capability of the College and the recruitment of potential learners, resulting in increased income generation.
- ◆ Provides functional line managers and senior management with a comprehensive marketing database with which to measure performance against agreed College targets, objectives and government initiatives.

Integrated Solution

In the development of a CRM system designed specifically for the requirements of the Further & Higher Education sectors, Agresso has brought together two significant areas of expertise. Agresso itself has a wealth of experience in FE and HE, specifically in the development of computerised solutions to meet statutory requirements and match the demands of the user community. Agresso has been working closely with Microsoft for many years and all Agresso's software is Microsoft compatible. Microsoft was keen to establish itself in this all important application area, but lacked any sector-specific knowledge. The resultant strategy was to work closely with application area specialists such as Agresso who could develop sector-specific functionality on top of the base Microsoft framework. The result is the integration of industry-standard technology with application expertise to deliver a product that is leading edge, easily deployable and rich in education-specific features.

Modern technology benefits the broadest user community

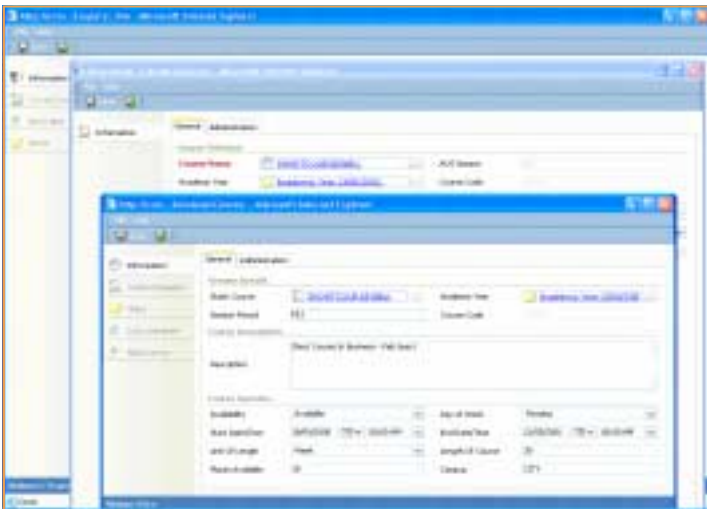
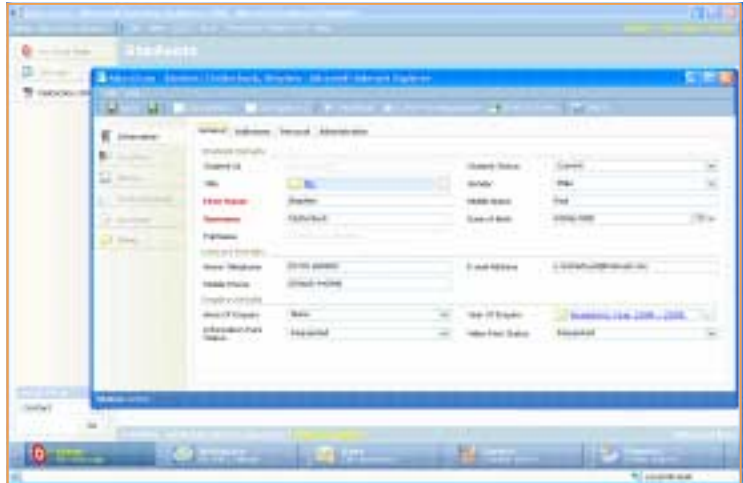
Microsoft has pioneered the development of the new .NET framework technology that allows Windows and Web functionality to sit within the same application. Agresso CRM is written completely in the .NET technology and has been designed to be deployed as a browser-based application. The web-based environment is ideal for a number of reasons:

- ◆ it is easy to use by all types of users
- ◆ it is easily distributed to users desktops
- ◆ it is easily configured to suit the business requirements of each institution

The following functional modules are available within Agresso CRM:-

Business Centre

Aimed at the corporate side of the college this module is designed to manage the business development with commercial customers and to process course bookings.



Student Enquiries

Handles all aspects of individual student enquiries including general and course-specific enquiries together with analysis of lead source and method of contact.

Marketing & Events

Enables the systematic follow-up to enquiries received and generation of pro-active marketing campaigns including event management.

Disabilities

Deals with all aspects associated with students who have a disability or require special support, including the disclosure of such sensitive information.

Alumni & Lifelong Learning

Utilises completion and destination data from the student record system to enable pro-active canvassing of former students for related courses and financial support.

Schools Database

Details of all UK secondary schools is provided in a discrete contact database with a wide variety of additional education specific information designed to assist Institutions with direct marketing and centralised schools based contact management.

Student Support

This is aimed at providing a high level of service to existing customers within the institution in terms of issues or queries that may arise during their period of study.

In addition to these application-specific modules Agresso CRM offers the following system-wide functionality across all modules:

- ◆ reporting suite including the ability for users to create adhoc reports
- ◆ workflow definition to generate automated actions based on certain events or data changes
- ◆ system customisation to suit individual business processes and user requirements