



25% Increase in Sales Productivity, Forsys Implements Salesforce CRM for a Esteemed University

Case Study

This Salesforce CRM Case Study explains how a CRM implementation can create a single CRM interface and increase the sales (here, admissions) of a company (here, university).

Insight

The client, a world-renowned university known for its outstanding research and teaching, gets numerous leads every day. However, due to the lack of visibility into its admission processes and organizational silos, the university was juggling to manage inquiries from different sources and lagging in effective customer relationships.

Forsys implemented Salesforce CRM and integrated it with the university's internal net systems for seamless operations and effective tracking of leads. After implementing the CRM, the university has a single interface to manage all the data and reporting.

Industry
Higher Education

Revenue
\$14.8 M

Employees
501-1,000

Headquarters
Singapore

Business Challenges

The main challenges that pressed the university to look for a solution were:

- Lack of visibility into the admissions processes across 11 locations prevented the university from improving internal processes.
- Delay in responses to web leads and inquiries.
- Absence of a single platform where the client could see the marketing, inquiries, and enrollments.
- CRM solution that could easily integrate with its existing ERP system.

Transformation Journey

In doing so, this implementation—the Salesforce CRM Case Study—has led the client to achieve a 25% increase in sales.

As a part of the solution, Forsys did the following:



Implementation of Salesforce CRM to automate lead management



Integration of CRM with ERP and College Net systems to reduce organizational silos



Deployment of Enterprise Edition for 40+ users enabling seamless operations



Enabling the university to unify and manage inquiries from vendors, direct mail, and the website in Salesforce.com

Impact

After implementing the Salesforce CRM, the client saw:

- **Visibility into inquiries and better delivery of marketing campaigns**
- **Ability to expand outreach and connect with customers at multiple touchpoints across the sales cycle. ~25% increase in sales productivity.**
- **Effective utilization of marketing and ROI measurement across 11 campuses; this led to 25% increase in marketing ROI**
- **Dashboards to drive customer success**
- **Access to the number of inquiries generated and their sources**
- **Real-time reporting expands dashboard information for customizable forecasting**
- **Single interface for all data management and reporting**
- **Timely notifications on milestones to users**

About the Client

The client, based in Singapore, is a premier university internationally known for its outstanding research and teaching. The university comprises six schools and offers a range of Bachelor's, Master's, and Ph.D. programs.

Solution Components

Salesforce CRM