



Implemented Salesforce CRM for Seamless Operations at a Premier University

Case Study

Summary

The university has developed a niche in the international education space and gets numerous leads every day. However, the university lacked visibility into its admission processes, juggled managing inquiries from different sources, and lacked effective customer relationships due to organizational silos.

So, the client collaborated with Forsys to implement Salesforce CRM and integrate 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.

Problem Statement

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

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

Solution

Forsys addressed the challenges in the following way:



Implemented Salesforce CRM to automate lead management



Provided integration with ERP and College Net systems to reduce organizational silos



Deployed Enterprise Edition for 40+ users enabling seamless operations



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

Benefits

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**
- **Effective utilization of marketing and ROI measurement across 11 campuses**
- **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.

Technology/Tools

Salesforce CRM