



International University in Singapore

Client Background



This international, private not-for-profit university, prepares students for professional careers of service and leadership



University promotes the discovery and application of knowledge to improve the lives of people in diverse communities around the world



Uses scholarship to solve social problems



Concern for diversity and internationalism

Business Opportunities & Drivers



- Lack of visibility into the admissions processes across 11 locations prevented the university from improving internal processes
- Delayed responses to web leads and inquiries
- The university required a CRM solution that could easily integrate with its existing ERP system to integrate marketing, inquiries, and enrollments

How Forsys Helped?

- Forsys implemented Salesforce CRM to automate lead management
- Provided integration with ERP and College Net systems to reduce organizational silos
- Enterprise Edition deployed for 40+ users enabling seamless operations
- The university is now able to unify and manage inquiries from vendors, direct mail and the website in Salesforce.com

Benefits

- Greater visibility into inquiries, better delivery of marketing campaigns
- Ability to expand outreach and connect with customers at multiple touch points across the sales cycle
- Effective utilization of marketing and ROI measurement across eleven campuses
- Dashboards help drive customer success and allow the Sr. VP of Marketing & Admissions to know exactly how many inquiries were generated and the source
- Real-time reporting expands dashboard information for customizable forecasting
- Single interface for all data management and reporting
- Timely notifications on key milestones to users



For more information,
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