

Key Features

Agresso CRM delivers the 4 essential requirements for an effective college-wide CRM system:-

◆ Single Customer Record

A major issue for most colleges is that customer information is spread across multiple systems and there is no central Single Customer Record which can be shared by all. This causes many problems internally and dilutes the customer experience. Agresso CRM provides a Single Customer Record which caters for organizations or individuals and works whether the individual is a commercial contact, student or both. All interactions with the customer and future, planned activities are held within this record.

◆ Ease of Interaction

A fundamental requirement of any CRM system is the ability interact easily and appropriately with individuals or groups of customers. Agresso CRM provides all the interaction options right on the desktop, both from within the individual customer record and where groups of like customers have been identified. For group marketing targeted Marketing Lists (based on commercial or student contact details) can be used to promote campaign activities such as Events. All interactions and Responses are tracked against the Event and within each Contact record.

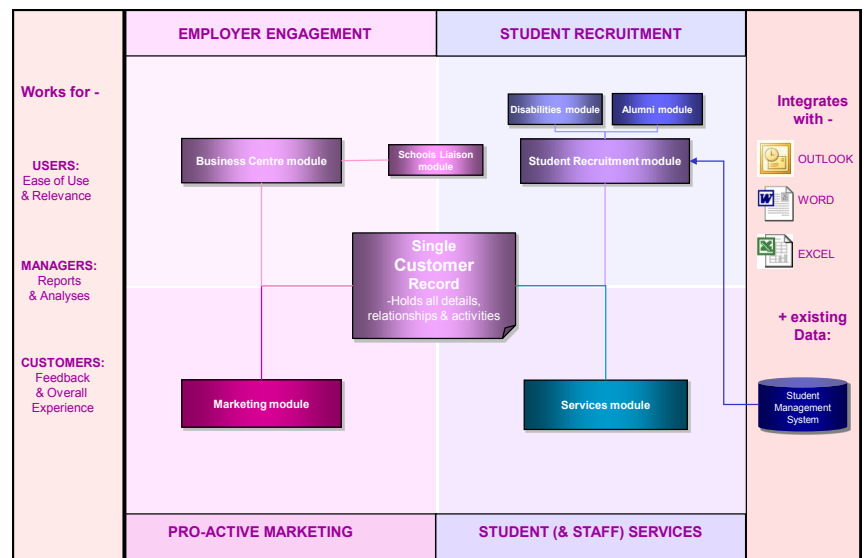
◆ Manage Business Opportunities

This will include dealing with incoming enquiries, but also pro-actively generating interest. To support employer engagement and accreditation for the New Standard in Employer Responsiveness and Vocational Excellence, the Business Centre module provides the functionality specifically aimed at staff within the BDU. For the management of individual student enquiries the Recruitment module is relevant for both central and departmental admissions staff and can integrate to the college student management system. The Marketing module supports both types of business support and is a powerful tool for staff within the marketing department.

◆ Work for All

A centralized system must work for everybody. As the previous section outlined, modules are available for employer engagement, student recruitment, marketing and the system will ultimately support all customer-facing departments. For staff, the system should be easy to use and build on existing skills and processes. At user level, integration to familiar Microsoft Office applications makes the system immediately familiar and encourages take up. Managers, on the other hand, will benefit from reports and analyses that have been difficult to obtain or absent to-date. Customers will benefit from a more organized approach and be able to interact directly via on-line questionnaires.

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.

Modern Technology benefits the broadest user community

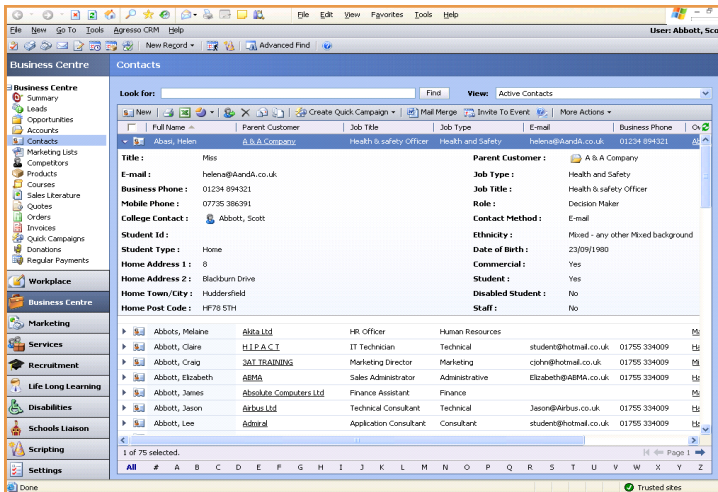
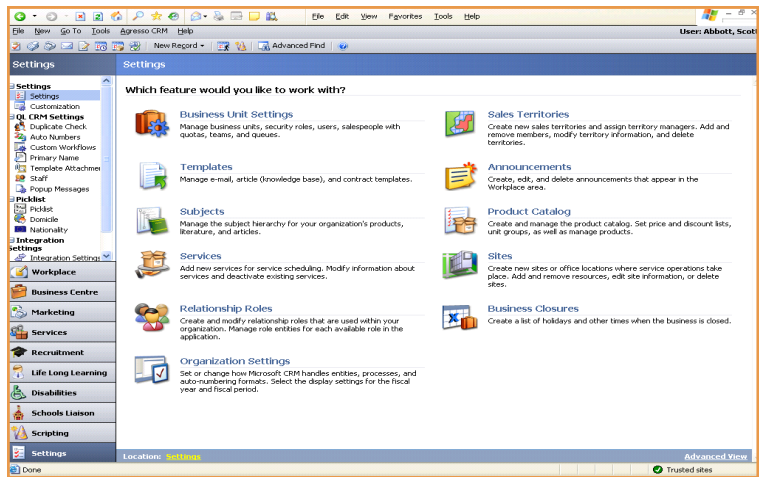
Agresso CRM has been developed using the Microsoft .NET framework and is available as a completely web-based application. It is thus easy for technical staff to deploy and maintain, whilst users can access it from wherever they choose to work (subject to network access rights). Alternatively, power users and staff on the move may prefer to use the Outlook client either as an on-line desktop application or in off-line mode using a laptop which can be synchronized when next on-line.

System Management

The Agresso CRM framework provides a range of system tools which control the way the system is deployed and utilized. These include security access rights for different types of users, configuration of modules and customization of the database, workflow rules which provide automated processes, script & questionnaire design and a desktop reporting tool for the creation of ad-hoc reports.

Application Modules

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.

