



South Devon College

The Organisation

South Devon College is a medium sized Further Education College providing a range of learning opportunities for the diverse communities within Torbay and the surrounding area. The college is part of The University of Plymouth Colleges network. It has achieved 'Outstanding' status at a recent OFSTED inspection.

Brief System Description

The Achiever Education Solution (AES) consolidates employer and student data which was held in various sources, enabling the College to accurately view and manage all interactions with their stakeholders across all teams within the college. The College utilises the full Customer Relationship Management facilities of the AES including:

- Marketing campaign & event management:
- Email marketing
- Enquiry tracking
- Customer & Prospect profiling
- Pipeline management and analysis (including funding tracking)
- Territory planning and analysis,
- Account & Key Account management
- Development and delivery of contact strategies
- Employer and Student feedback

The College has extended the use of the solution beyond the bounds of a traditional Education CRM implementation; bringing in the faculties (schools), assessors and skills advisors. The solution is also used to plan and deliver commercial courses including booking courses on line, sending out of joining instructions, production of pro-forma invoices & payment processing (via third party application), production of registers, booking of trainers etc.

AES is interfaced to the other key business applications in South Devon including the Student Management system, the Work Based Learning (Apprenticeship) system, the Finance system and the email system.

System Benefits

- Creates a single, comprehensive view of the customer and their relationships to maximise the value of every interaction
- Provides evidence for legislative returns
- Improved quality of service through a reduction in duplication of work and information
- Helped to gain competitive advantage through improvements in the way the organisation interacts with Employers and students
- Simplified and streamlined employer and student management processes
- Improve quality of data captured at all levels
- Encourage buy-in across all users and stakeholders.
- Provide a flexible, scalable solution – able to expand as the College grows and evolves to meet ever changing internal and legislative requirements
- Ensure that each member of their team knows their role in improving the customer journey

Want to know more?

Contact us now to discuss your requirements in more detail.

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