



## South Staffordshire College

### The Organisation

South Staffordshire College is a new 'super college' and has come about as a result of a merger between Tamworth, Cannock, Lichfield and Rodbaston Colleges in 2009. It has four campuses with the capacity to accommodate up to 20,000 full and part time learners.

### Brief System Description

South Staffordshire College were looking for a solution to consolidate the information held across the four campuses as well as, following consultation with KPMG, provide a vehicle to streamline practices and processes across the College. Each College was using different solutions to manage their customers with many silos of information. This was especially problematic with large key accounts where several College staff could be in touch with the same (or different) people at the customer site without realising the College was already involved in the account. South Staffordshire has also implemented a new call centre to ensure that there is a single point of contact with the College for both Employers and students. AES is interfaced with the student and work based learning system to pull back learner information including, progress and funding.

The fast track implementation methodology has been used which has meant they have been able to get up and running very quickly, taking advantage of all of the benefits of the out of the box Achiever Education System. They are already planning future phases which include rolling the system out to manage assessors and assessor workloads together with detailed progress and issue tracking.

The key functionality used by South Staffordshire is:

- Marketing Campaign Management
- Enquiry tracking & Pipeline Analysis
- Sector and company profiling
- Contact Strategies for Account Management
- Training Quality Standard Evidence Provision

### System Benefits

The system is due to go live in March 2010 and a benefits analysis will be undertaken then. The anticipated benefits identified by the College at the beginning of the processes are:

- Present the College as 'joined up', ensuring Employers and Students receive a standard and consistent service
- Ensure Employers and Students only received relevant information through targeted marketing
- Identify and remedy bottlenecks in processes to facilitate continuous improvement
- Have a clear view of enquiries and opportunities across the College
- All staff using CRM will have a complete view of the customer including information help in other business applications
- Contact strategies are in place to ensure that companies and contacts are not over or under contacted
- Customers can be profiled to tailor offerings and increase revenues
- Greater Sector knowledge and understanding so that specific products/offerings could be created
- Creates a single, comprehensive view of the customer and their relationships to maximise the value of every interaction
- 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

### Want to know more?

Contact us now to discuss your requirements in more detail.

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