



Warwickshire College

The Organisation

Warwickshire College is a large, grade one 'outstanding' (OFSTED) College which has gone through a number of mergers, now covering six sites with over 22,000 students. The College has been using Achiever to manage their CRM activities since 2005.

Brief System Description

The system provides consolidated information from disparate databases and spreadsheets across its six different centres to remove data duplication and create a single reference point. The objective for the first phase of the implementation was to develop a cohesive Employer Engagement strategy to increase College revenues from public and private sector businesses and to help build and improve customer relationships.

Warwickshire College chose Achiever Education System as it combined 15 years of Customer Relationship Management functionality with the ability to have a user interface that catered for the complex needs of the Education sector.

The functionality utilised includes:

- Complex multi-hierarchy marketing Campaigns
- Campaign & trend analysis
- Customer profiling
- Customer strategies & activity plans
- Pipeline tracking
- Target Setting
- Issue tracking
- Impact Assessment questionnaires (designed in partnership with the Quality Improvement Agency)

The next phase of the project is to extend the system to cover work based learning enquiries and to interface AES to the existing student management systems that hold the back end transactional information.

System Benefits

- A holistic view of all customers and prospects (consolidated from information held in multiple data sources.)
- Increased customer satisfactory through improved customer communications
- Ensures that each member of their team knows their role in improving the customer journey
- Improved communications by providing remote users with access to a centralised system
- Increase sales revenues from Employer Engagement activities
- Reduced costs and higher hit rates on marketing campaigns
- Improves the quality of data captured at all levels
- Encourages buy-in across all users and stakeholders.
- Provides a flexible, scalable solution – able to expand as the College grows and evolves to meet ever changing internal and legislative requirements

Want to know more?

Contact us now to discuss your requirements in more detail.

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