Achiever Software

Case Study

Warwickshire College

When Warwickshire College, a large college of general Further Education, began looking for a Customer Relationship Management (CRM) system to manage it's Employer Engagement Programme it had a clear picture of its key requirements.

Warwickshire COLLEGE
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Key Requirements

- Provide a holistic view of each customer and prospect
- Consolidate information from disparate databases and spreadsheets across its six different centres to remove data duplication
- Create a single reference point for each customer
- Implement a customer contact strategy to ensure regular contact with each customer and increase customer satisfaction
- Improve communication by providing remote users with access to a centralised system
- Ultimately increase sales

The Problem

Warwickshire College had been using a number of disparate databases across multiple faculties giving staff no clear picture of what was happening within each account. It also had no indication of how to best service the customer or what additional opportunities were available.

With some customers being targeted regularly and others simply overlooked, Warwickshire College was aware that it was not using its information or resources to the best advantage.

With increasing pressure and targets being applied to Further Education establishments, Warwickshire College realised it needed to get a clear picture of its current situation on which to build and improve.

The college decided to select a CRM solution that would help it improve the management of customers and customer relationships.

Initially, the system was intended to be used by the Business & Enterprise Support Team (BEST) to focus on its employer engagement strategy, a focus that has now been reinforced as a result of the FE White Paper.

Why Achiever

With a number of different stakeholders it was important to consider a number of angles when assessing potential solutions.

The chosen application had to have the support of the college's IT department as it needed to fit into its existing architecture and work with the existing email system, Novell GroupWise.

The selected system had to be capable of evolving as the college's requirements developed and needed to be able to fit into potential future strategies.

Whilst initially being evaluated for the BEST team, Warwickshire College was aware that it would eventually roll out the system to other areas of the college and that the chosen solution would need to adapt to each team's individual workflow and data requirements.

The CRM solution also had to bring together information from other business applications including the existing apprenticeships database, allowing the Employer Engagement team to identify new business opportunities and create more sophisticated and focused marketing activity directed at new prospects and not just the existing customer base.

Furthermore Warwickshire College wanted the solution to be more than a data repository and to help it take a more proactive approach to customer service by prompting the users to follow up quotations and call customers in line with pre-defined contact strategies.

The Search for a Solution

Warwickshire College commenced its search for a web-based application on the Internet.

A number of different applications were investigated for suitability. The project was primarily a marketing led initiative but the IT department became increasingly involved as the project progressed and was able to bring a different perspective to the decision-making process.

Warwickshire College chose Achiever to help it meet it's new challenges. The college felt that it was able to form a partnership with Achiever that would support it in defining its requirements and help to create a system that would meet its needs.

"We felt that Achiever was a young, dynamic company that we could form a partnership with to help support us in our implementation of the new system"

explains Julie Peach, Director of Employer Engagement and Marketing, Warwickshire College.

"We wanted a supplier that would be dedicated to making the project successful for both parties."

The Implementation

Before any requirements gathering work was conducted by Achiever a kick-off meeting was held between Warwickshire College and Achiever to discuss the preparation required for the implementation of the system.

"Achiever was keen to ensure that we made best use of their time by providing us with guidance on what to do in preparation for the project" says Julie Peach.

By holding pre-requirements gathering workshops independently at the college with key users, Achiever and Warwickshire College succeeded in getting user buy-in.

In addition, Warwickshire College was able to meet budget and avoid any considerable impact on time scales by ensuring preparation was completed before each meeting under Achiever's instruction and guidance.

Development of the system was completed with regular on-site, telephone and on-line reviews allowing Warwickshire College to become involved in the design of the application. Issues and feedback were managed through the Achiever Customer Portal.

The Review

After going live in January 2006 for phase one, Warwickshire College held an end of phase review with Achiever to assess all aspects of the project including product and services.

The review allowed for user feedback about current system usage and discussion of the ongoing benefits of the Achiever system as well as improvements in Achiever's implementation and change management processes.

"Achiever welcomes feedback from customers to ensure our products and services continue to meet their requirements" explains Lisa Chick, Director of Achiever Software.

Warwickshire College sees the implementation of a Customer Relationship System as a long-term objective with many short-term gains.

Looking to the Future

Plans are already in place for phase two requirements including integration with Warwickshire College's existing work-based learning application.

Regular reviews of functionality and service are held between Achiever and Warwickshire College to ensure that the solution continues to meet business needs in line with new objectives, targets and legislation.

About Achiever

Making systems meet the grade

Hundreds of businesses in the Public and Private sector use Achiever's Customer Information Management solution to manage their business. Users range from 15 for a pilot system to over 2000 plus for enterprise-wide solutions.

Designed with the customer to create a unique business solution Achiever is implemented using a proven methodology that has been developed using over 14-years industry experience where training, user-acceptance testing and user buy-in are integral to the success of the project.

Achiever Software accreditations include:

- Prince 2 Practitioners
- ISEB Consultancy and Testing Standards
- ISO 9000

Want to know more?

Contact us now to discuss your requirements in more detail.

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