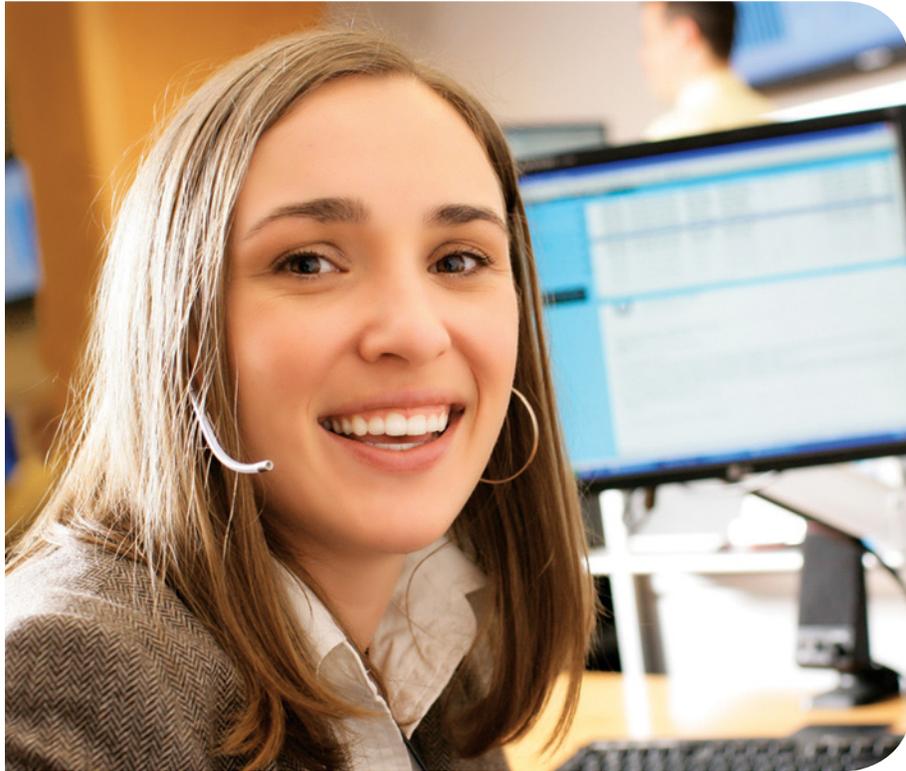


Case Study



“ We saw the value of Campus Management’s CRM as a one-stop shop for seamless support for students applying to or attending any of our affiliate locations. ”

Megan Hall
Senior Project Manager
National University System



National University System

Challenges

- Enabling students anywhere in the world to apply to any of seven locations
- Multiple help-desk centers were creating silos of contact information and duplication of efforts
- Difficulty balancing workload among a global network of recruiters

Solution

- Campus Management’s CRM
- Full integration of the CRM platform with the institution’s student information system
- Chat, Email, and Knowledgebase for enhanced communications and services

Results

- Student concierge system that enables applicants and students anywhere in the world to communicate with university advocates 24/7
- Advocates can chat live with students and route leads to the appropriate campus and advisor
- Administrators can log on to the client server, track inquiries, and monitor their staff members’ workloads

National University System

Profile

The National University System was established in 2001 to meet the emerging challenges and demands of education in the 21st century. The University System is uniquely aligned to connect a diverse population of students to a network of innovative educational programs that are relevant to their lives, careers, and the marketplace, and in a format that respects competing life priorities. The System's campuses include the flagship campus in La Jolla, Calif., National Polytechnic College of Science, Spectrum Pacific Learning Company LLC, National University Virtual High School, WestMed College, National University Academy of Health Sciences, and National University International.

In 2007, National University launched an innovative student concierge service that was "inspired by the high service standards of the Ritz-Carlton," reported The Herald, the university's online newspaper, with Campus Management's CRM performing as the interaction management tool. The service enables students in different time zones to communicate with university advocates 24/7 regarding class schedules, adding or dropping classes, financial aid, and more. "The CRM solution provides a convergence point for telephone, emails and instant messaging services. Feedback from the services can also be rated and tracked more efficiently in efforts to continually raise the bar for customer service standards," said The Herald. With the success of the CRM solution for the Student Concierge Service, the institution saw the potential for broadening the use of CRM for recruiting as well, and in 2008 decided to replace its Peoplesoft CRM module with Campus Management's CRM to serve the recruiting needs of the entire University System.

Challenges

Prior to deploying the student concierge system and Campus Management's CRM, multiple help-desk centers were assisting applicants and students and managing contacts from individual databases, creating silos of contact information and duplication

of efforts. "Student communications was not centralized," says Megan Hall, senior project manager for the National University System. "This made it difficult to facilitate continuous improvements. We created the student concierge service to solve this problem, then sought the right software to support this effort."

Serving seven affiliate locations throughout California and Nevada, workflow management was also a key issue for the System. "At the time, there was no way to calibrate workload for a global network of recruiters, advocates, and support staff," says Hall. "Campus Management's CRM enables our institution to cap the workload for a staff member once it has reached a certain level and transfer new contacts to other staff members automatically. Managing the process manually within such a large and distributed framework was no longer practical for a university known for its responsiveness to students."

Solution

The solution for the National University System was to create a centralized student concierge system that was compatible with the university's existing student information system. After assessing several software solutions from various vendors, National University chose Campus Management's CRM. The CRM enables integration between the student information system and the CRM platform and easily extends to the institution's seven affiliate locations.

After six months of success with the student concierge service, Campus Management's CRM was expanded to the IT help-desk. Six months later it was expanded to Spectrum Pacific Learning Company. In 2009, it was expanded to recruiting functions for the entire affiliate system. "We saw the value of the CRM as a one-stop-shop for seamless support for students applying to or attending any of our affiliate locations," says Hall.

National University is able to enhance the student experience with Campus Management's CRM tools that include chat, email, and knowledgebase to quickly and accurately answer questions and direct students to the right campus advocate.

- **Self-service through Knowledgebase** – allows National University to share knowledge in a consistent manner with comprehensive content management, enabling students and employees to search the knowledgebase and view the most popular topics, 24 hours a day, 7 days a week (currently at the main campus only – with plans to expand throughout the system).
- **Chat** – enables National University to communicate in real-time with online visitors, providing a dynamic way to answer questions, offer immediate assistance, or proactively engage visitors on the Website.
- **Email** – offers productivity tools and canned response templates, automated routing, and other automation tools to speed responses and ensure accuracy of the information delivered to students.

“Moving to Campus Management's CRM gives us the capabilities we need to provide service to our prospective students,” says Eileen Heveron, Ph.D., Provost at National University. “This is because the solution is designed and built specifically for higher education, so the functionality we need today is already part of the product. The CRM is also highly configurable and scalable. While it's nice to know that Campus Management is there for us, we aren't necessarily dependent on the company's professional services team each time we want to expand.”

Results

With Campus Management's CRM, the National University System now has a student concierge system and recruiting tool that enables students anywhere in the world to apply

for admissions and access the information and services they need. For example, National University has information centers located in malls throughout the world, from Orlando to Southern California to Lima, Peru, where students can log on to the system, apply for admissions, set up appointments for financial aid, advising, and more. Advocates can chat with students and route leads to the appropriate campus and advisor, while administrators can log on to the client server, track inquiries, and monitor their staff members' workloads.

“The round-robin assignment feature is completely automated and is a great benefit to our system,” says Hall. “As soon as an inquiry is made by an applicant, Campus Management's CRM divvies things out automatically, with leads triggering applications from the CRM into Peoplesoft. We can set caps on the number of leads that any one associate will manage and establish lower caps for newer folks, with each manager of a team able to establish their own thresholds and track communication efforts.”

With the CRM platform centralizing communications and information from across all seven affiliate locations, gaining insight into performance throughout the system is now much faster and more comprehensive. “Team managers can create their own reports, analyze leads by source, capture metrics on leads by recruiters, and determine how quickly they are closing or converting leads to applicant status,” says Hall.

A recent satisfaction survey by National University of 100 staff members using the system indicated that 84 percent use the CRM solution every day in the course of their activities and that they are all very happy with the system. “There is no more looking through communications records and gathering information manually,” says Hall. “With the software having helped us manage 146,510 contacts and 403,975 phone calls since 2007, Campus Management's CRM has really enhanced our ability to deliver services.”

National University System

About Campus Management Corp.

Campus Management is a leading provider of software, strategies and services which enable institutions of higher education to offer dynamic models of engagement & delivery. Over the past 27 years, Campus Management has supported higher education, both proprietary and traditional institutions, as well as foundations and other organizations through its cutting-edge student information system; constituent relationship management (CRM) software; and finance, human resources and payroll solutions.

Campus Management's solutions are specifically designed to provide institutions the flexibility they need to compete in the ever-changing higher education landscape by offering products that support changes in education delivery, recruitment, financial aid, finance, human resources, payroll, and regulatory compliance. Today, nearly 2,000 campuses in 18 countries utilize Campus Management to unite campuses and workflows, improve student outcomes and achieve goals.



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