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Teri Terry
Director of Testing and Technology Support
The University of Alabama

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Winner of the Excellence in Innovation Award 2014

THE UNIVERSITY OF
ALABAMA

Engaging Prospects On the Road with Mobile CRM

Innovation is what makes transformation possible. As new challenges arise, it’s the bold thinking, imagination and big ideas that shape our future. One of the challenges in today’s increasingly competitive world of higher education is getting to prospects faster, where they are – at recruitment fairs, school visits or private receptions, for example – using the same powerful recruitment tools you have back on campus. Now, The University of Alabama is being recognized for extending the power of Campus Management’s CRM solution to its admissions recruiters using mobile devices.

To meet this need, the university’s IT team utilized iServices to design a mobile CRM experience, and enabled recruiters to create, reply and resolve student interactions using their iPhones®, iPads®, and other mobile devices.

They developed a thin-client that now enables remote recruiters to quickly, cleanly, and easily respond to, and interact with, prospects on the go. In a

recent survey, 97 percent of the university’s recruiters gave positive comments about the added capability of mobile CRM. Recruiters now spend fewer late-night hours at the hotel responding to interactions through their laptops since they can respond quickly on the go. Most importantly, the average response time for interactions with recruiters went from hours to minutes.

About The University of Alabama

The University of Alabama is a public research university enrolling 29,500 undergraduate students and an additional 5,000 graduate students. The university also ranks among the top five institutions for having the highest number of enrolled National Merit Scholars (with 241 enrolled in the fall 2012 freshman class).



Campus Management Excellence Awards

Campus Management has instituted the Excellence Awards Program to recognize five outstanding customers every year for excellence in the categories of constituent service, student success, operational efficiency, innovation, and strategic vision.

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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