

## Case Study: University of Bradford

By Gillian Law 27 August 2012

Bradford University's School of Management has adopted a cloud-based solution to manage the high levels of interest in its programmes.

The number of enquiries coming into the School was becoming unmanageable, and the team had to find a way to manage this and ensure every contact was managed well.

"It's a nice problem to have," admits director of marketing, Carolyn Holroyde, but the school was struggling to cope. Enquiries were coming in by email - to a variety of shared and private addresses - and telephone, as well as through events and fairs where people expressed interest.

"It was really a case of trying to pull all of these together, as we felt we were missing a massive opportunity from a sales point of view - and in terms of management, and control of customer service - just being as customer-friendly as we could be, really," she says.

The School of Management offers undergraduate and postgraduate courses including Masters, MBA, PhD and DBA offerings, plus 'executive education' for managers looking to improve their skills. With up to 100 enquiries coming in a week, it was clear something needed to be done.

The management team worked with Fujitsu, who installed a tailored version of Salesforce's CRM solution. "

We now respond to enquiries much more quickly, and we're tracking them - we have a daily report that shows how many enquiries are outstanding, and we make sure that each gets the same level of customer service, no matter where in the school it's handled. It's been very effective for us," Holroyde says.

Around half of the 100-odd enquiries received each week can now be answered automatically, taking pressure off staff and allowing them to focus on the requests that need more tailored answers. The system also handles the school's brochure requests and event bookings, allowing registrants to be prompted about their booking and further information to be sent easily and efficiently.

Holroyde says there was never any thought of producing an in-house solution, or buying a full system to host themselves. Salesforce's cloud-based solution made it much easier for the School to make the jump into using a full CRM solution.

"The beauty of it was that we could go into it at very low risk, if you like - low cost, low risk, and we could just get on with it. I



think it's good to think big, but implement small. We've done this in stages, and now see all sorts of other opportunities for how we can use the system. So we have added to it and started using it for different things.”

The school has already branched out from the initial focus on enquiries, and now has CRM databases of its overseas agents, and of schools.

“It also links up to Vertical Response, a bulk email marketing system, so that we can track who is opening emails and what links they click on - that's an added benefit. We get much more analysis and information on what interests customers, and allows us to tailor our sales messages more effectively,” Holroyde says.

Salesforce also links to the School's Outlook mail system, allowing users to store any further email communication back into the CRM database and keep all the communication history together.

“It's clearly a system that has massive potential for us, and it's very easy to use,” says Holroyde. “We've come up with a solution that meets everyone's needs, really, and I'm very happy with it.”

This article is produced by ICT KTN. Its publication does not imply any endorsement by ICT KTN of the products or services referenced within it. Any use of this article must include the author's byline plus a link to the original material on the Web site.

