



Student Relationship Management Solution

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**“If we don’t take care of
our customers, someone
else will.”**



Student Relationship Management Solution

- SRMS is the use of technology to assist in improving student acquisitions and relationships with key people e.g.
 - Students – past, present, future
 - Stakeholders in business.
- It does this through:
 - Improving communication lines
 - Managing critical contact information
 - Creating seamless information sharing across the organisation.



SRMS - the solution to many problems

“How I can I make developing mailing lists easier?”

“Where are my current students coming from? Are they new families or current families?”

“Where did I put the details of that prospective student who contacted me?”

“How are my enrolments looking for future years?”

“Was my open day a success?”

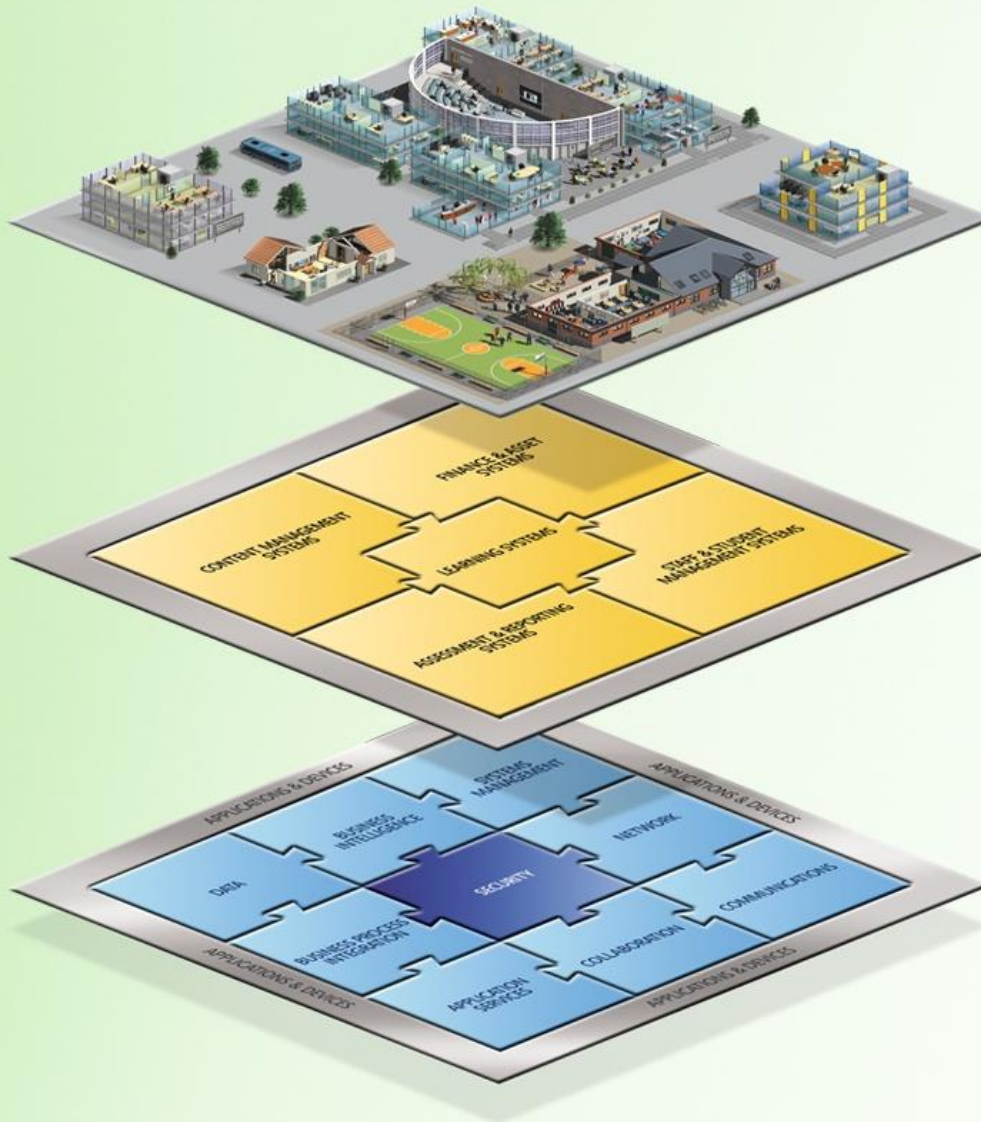
“Where am I getting the most enquiries from and why?”

- No single student database for prospects, current or past
- Compiling lists for events is time consuming
- Targeting prospective students based on criteria is difficult
- Managing events is difficult and typically managed in spreadsheets
- It's difficult to understand the success of events
- Lose track of past students.



How SRMS can help you

	Prospective Students	Current Students	Past Students	External Contacts
Building and maintaining relationships with key people				
Tracking and managing communication to these key people				
Tracking and managing events				
Tracking potential new students and creating better visibility of student intake				
Managing and tracking current student issues (Pastoral Care)				
Building relationships with businesses and the community				



21st Century Learning

Innovative Applications

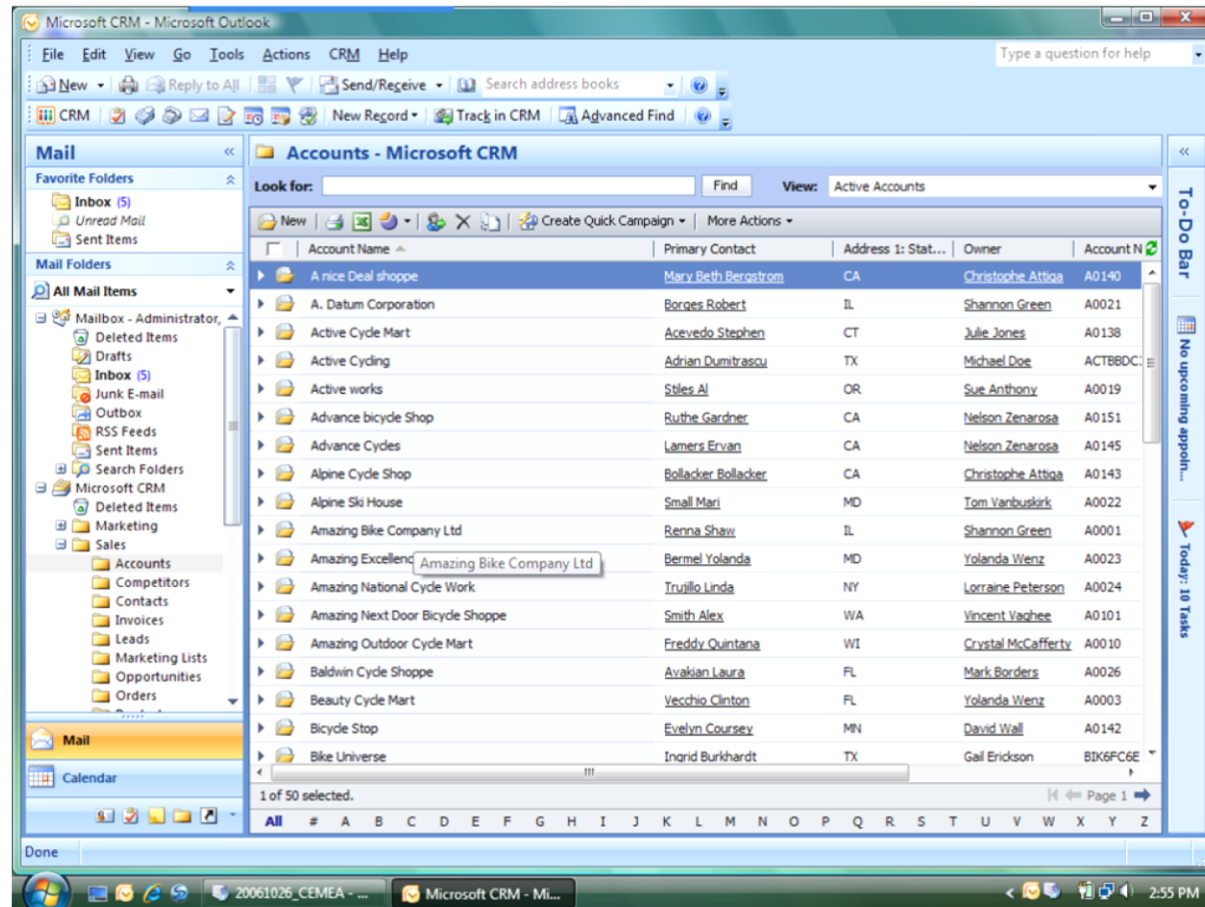
Enabling Platform



Works the Way You Do

The easiest, most natural way to use CRM

- Native Outlook folders and command bars
- Contact, calendar, task, and e-mail synchronisation
- Quick views of relevant information



Background:

- This school is a highly successful well known school. It has approximately 500 students with the goal of increasing student numbers to 1000 in the next few years.

Goal:

- To leverage the schools success, having produced 10 professional musicians and actors resulting in:
 - Lifting the profile of its highly successful but under-rated music and arts department
 - An increase student numbers.



Scenario 1

Issue:

- SDM Private School maintains past student information and would like to send them a newsletters informing them of our plans to grow our Music and Arts department.

Resolution:

- Microsoft CRM can maintain key information about past students
- Because we can easily identify our past students and who may be interested in our plans to grow our Music and Art departments, we can generate a list of who to send the newsletter to
- Using the mail merge functionality we can easily create and send out our newsletter.



Scenario 2

Issue:

- The Private School has a list of prospective students in an excel spreadsheet but has found it very difficult to use the information.

Resolution:

- Microsoft CRM has the ability to import data from a spreadsheet or text file
- The data the school has, even though it is segmented and unorganised, can easily be placed into Microsoft CRM
- The imported list of prospective students can then become part of a marketing list.



Scenario 3

Issue:

- The Private School wishes to hold an Open Day showcasing its Music and Arts program.

Resolution:

- The imported prospective student list and past student list will be used for this campaign
- The campaign will allow the school to manage all outgoing marketing as well as keep track of all responses
- Transparency in gauging how successful the Open Day was.



Scenario 4

Issue:

- Prospective Students are registering their interest in attending in the future.

Resolution:

- Prospective students who have indicated their interest in attending the school in coming years can now be tracked as Opportunities within Microsoft CRM
- As these prospective students are entered in to Microsoft CRM, it can automate and assign follow up tasks and activities
- The school can now get an accurate forecast on how many prospective students may attend next year.



Conclusion

With SRMS you will benefit through:

- A single prospective / current and past student database
- Easy compilation of mailing lists for events & campaigns
- Targeting prospective students based on criteria
- Streamlined event management and tracking
- Transparency on event/campaign success levels.



Free planning workshop

Workshop outcomes:

- Understand the benefits of Microsoft CRM for your organisation
- Work with SDM to devise a solution specific to your organisations requirements
- Identify clear objectives and success factors for your implementation, mapping these back to Microsoft Dynamics CRM
- Details are in your pack.



Thankyou!

