

360 Degree Transformation of Students' Campus Journey & 25% Increase in Qualified Leads



Insight

A top-ranked University in the world with 11 campuses had challenges in lead generation and monitoring mechanisms. Each campus had different information systems, business processes, and data owners, making it difficult to centralize, manage, and distribute admission leads captured from different sources.

Forsys implemented a custom-built centralized solution that helped the client generate high-quality leads, integrate all the processes, systems, and data, achieve 360-degree views across the entire student lifecycle, and deliver connected experiences to prospects.

Industry
Higher
Education

Revenue
\$400
Million

Employees
32K+

Headquarters
Singapore

Business Challenge

Siloed data is one of the key problem areas for the client. Each campus, with different information systems, business processes, and data owners, further aggravated the data visibility issue. The schools often reached out to the same prospects with irrelevant marketing campaigns, and the use of different systems caused lead leakage and duplication.

The client needs a holistic solution for all the 11 campuses that could be integrated with its existing Oracle ERP & College Net Systems to ensure seamless administrative management & deliver targeted, omnichannel engagement experiences to the prospects.

Transformation Journey

Forsys defined the different personas engaged at the university, analyzed their needs, and identified the lifecycle constituents: awareness, recruitment, enrolment, and support, based on which the CRM foundation was built.

The key highlights of approach to solution:

- Implemented Salesforce CRM's enterprise edition for 40+ users to automate lead management efforts.
- Integrated CRM with Oracle ERP & College Net Systems to remove organizational silos.
- Deployed a custom solution to unify and manage inquiries from vendors, direct email and website in Salesforce.com.



Impact

After implementing and integrating Salesforce CRM, the client witnessed the following:

- **Enrollments rose by nearly 10%.**
- **Sales productivity jumped by over 30%.**
- **Forecasting improved by approximately 35%.**
- **Qualified leads grew by close to 25%.**

2022

2021

About the Client

The client is a premier public university in Asia, globally recognized for its world-class research and distinguished teaching. Home to around 10,000 undergraduates and postgraduates, the university offers a wide range of Bachelor's, Master's and PhD degree programmes.

Solution Components

Salesforce CRM, Oracle ERP, College Net Systems