University of Leicester

Using Technology to Aid Postgraduate Taught Recruitment

A University of Leicester case study

Remy Clarke
Enquiries and CRM Officer
Division of Corporate Affairs & Planning

University of Leicester

Who we are

- 22,500 students with 20% Postgraduate Taught
- Consistently ranked in top 20 UK universities
- Ranked in the top 2% of universities in the world
- THE Award winners for 6 consecutive years
- 2011 Heist Gold award for ‘Best Use of a Digital Platform for Student Recruitment’

University of Leicester

Agenda

- Our journey
  - Where we were and where we wanted to be
  - The solution
- Pitfalls
- Benefits
- Discussion

University of Leicester

Customer Relationship Management

"A management approach that enables organisations to identify, attract and increase retention of profitable customers by managing relationships with them"

J Hobby (1999)

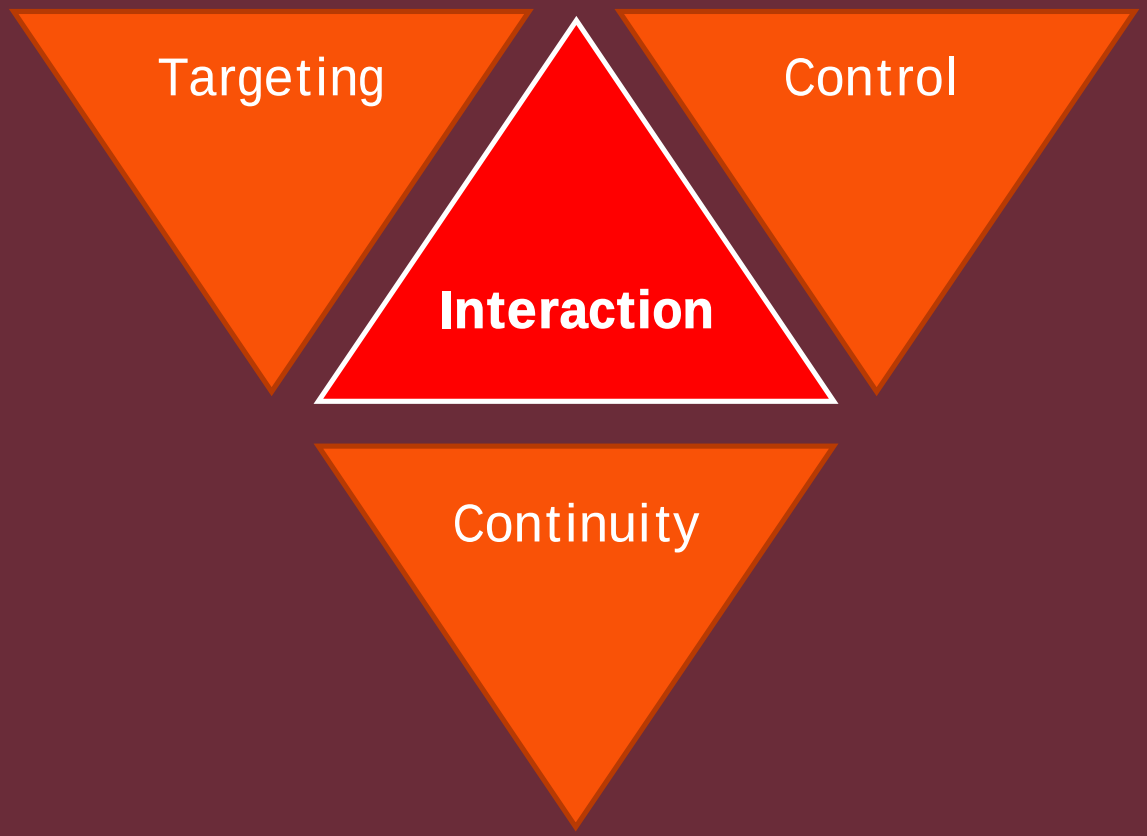
University of Leicester

Dimensions of CRM Marketing

- Targeting
  - who is our target market?
- Interaction
  - how can we and what should we communicate?
- Control
  - what is the return on investment?
- Continuity
  - how can we build the relationship going forward?

University of Leicester

Dimensions of CRM Marketing



University of Leicester

CRM in a Service Organisation

- Reduce the Service Gaps to enhance the Moments of Truth
- Increase the Moments of Truth opportunities during a service transaction
- Provide timely and relevant information
- Understand your customers better to predict future wants and needs

University of Leicester

Characteristics of Services

- Variable
- Intangible
- Perishable
- Inseparable

Moments of Truth – service quality is always measured at these points in the service delivery

University of Leicester

Education as a service

- Services:
  - Intangible dominant
  - Low on Search Qualities
  - High on Experience Qualities
  - Inseparable from producer
- Goods:
  - Tangible dominant
  - High on Search Qualities
  - Lower on Experience Qualities
  - Separable from producer

University of Leicester

Where we were

- Custom Microsoft Access CRM system
  - Web based enquiry forms directly linked to database
  - Personalised, programme specific letter printing
  - Plain-text email follow up
  - Varying levels of contact after initial enquiry
- Excel databases
- Alternative databases
  - Raiser's Edge
  - Tribal SITS

University of Leicester

Where we wanted to be

- Single database for all enquiries
- Automated outbound communications
- Improved filtering and reporting on fields
- Dynamic HTML email communications
- Integration with applicant database

University of Leicester

The solution

- Azorus CRM
  - Canadian based company specialising in CRM software for HE institutes
  - Web based software
  - Ability to develop Personal Web Portals
  - Content based on User demographics and preferences

The University of Leicester | Welcome! - Windows Internet Explorer

https://myleicester.le.ac.uk/portal/portal.html

File Edit View Favorites Tools Help

The University of Leicester | Welcome!

University of Leicester

Home | Update Your Profile | Settings | Logout

"Elite without being elitist..."

Times Higher Education
Winners Brochure

MYLeicester
PERSONAL WEB PORTAL

MYInfo

University of Leicester wins top award for 'Outstanding Student Support'

Click picture to read the full story

Welcome Remy

This is your own personalised gateway to everything you need to know about studying at Leicester. Whether it's advice about funding, student life or advice about an application, this portal will be updated to your unique needs and interests allowing you to stay tuned with what's happening at the University of Leicester. To update your interests simply go to Update Your Profile.

MYCalendar

January 2010

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Booked Events Other Events

MYMessages

Express Yourself! – Get more from MYLeicester Close

» Mark as Read » Send to a friend

Thank you for registering for MYLeicester!
We know a little about you but to make the most of MYLeicester you need to express yourself. Currently you will see personalised information relating to your Course of Interest. With some more details about you, MYLeicester will provide you with News, Events & Information that will help you make a decision on your University choice(s).

Please click on 'Update Your Profile' on the top-right of this screen to tell us more about your interests. We hope you find MYLeicester useful. When

Accommodation Open

Fees, Funding and Scholarships Open

MYLinks

- -APPLY ONLINE-
- About the University
- Accommodation
- Facebook - See our group
- Fees and Funding
- Library
- Postgraduate Online Prospectus
- Student Life
- Supporting our students
- University Homepage

Done Local intranet 100%

The University of Leicester | Welcome! - Windows Internet Explorer

https://myleicester.le.ac.uk/portal/portal.html

File Edit View Favorites Tools Help

The University of Leicester | Welcome!

University Leicest

MYLeice
PERSONAL WEB

MYInfo

University of Leicester
top award for 'Outstan
Student Support'

Click picture to read the story

Fees, Funding and Scholarships - Windows Internet Explorer

https://myleicester.le.ac.uk/portal/show_event.html?event_id=56

File Edit View Favorites Tools Help

Fees, Funding and Scholarships

Page Tools

University of Leicester

Fees, Funding and Scholarships

Whatever type of course you study at the University of Leicester, finance will always be an important factor. There are costs to be met: tuition fees, course materials, accommodation, travel, living expenses. But there are also possible sources of funding: loans and grants, bursaries and scholarships. And there is always advice available, through the University and through national online resources.

- Undergraduate Fees and Funding
- Scholarships
- Postgraduate Fees and Funding
- Distance Learning Fees and Funding

Living Expenses

In addition to tuition fees you should expect to spend at least £7,000 per year on living expenses. Additional costs may also be incurred if your course includes field work, study abroad or individual placements. Charges may be made for supplementary course material (maps, law statutes, computer manuals etc) to cover photocopying costs.

Sources of Finance

It is important you have enough funds to cover the full cost of your course and living expenses before you start so you need to begin your research into possible funding at the same time as investigating courses.You will need to allow time to investigate all the potential sources of finance, particularly those with specific criteria attached or with early deadlines.

Click here for more information and funding options

http://www.le.ac.uk/pgprospectus/financing.html

Close Window

Local intranet 100%

Local intranet 100%

University of Leicester

Pitfalls of implementation

- System not fit for purpose
- Lots of stakeholders to satisfy
- Can be very resource intensive
- Technology changing overnight
- Mistakes can be costly, and visable

University of Leicester

Benefits of a good CRM strategy

- Segment your markets
- Target your communications more effectively
- Identifies key sources of enquiries/applicants
- Supports communications planning
- Identifies strengths/weaknesses in your course portfolio
- Provides good management information
- Saves time, money and effort

University of Leicester

Ladder of Customer Loyalty for HE

PARTNER	Investments to HE Institute financially or utilising their time (e.g. seminar, volunteer)
ADVOCATE	Actively recommends HE Institute to others and possibly donates infrequently
SUPPORTER	Alumni member of HE Institute
CLIENT	Continues further education with HE Institute
CUSTOMER	Enrols to study with HE Institute
PROSPECT	Makes an enquiry to study at HE Institute

You want customers to go this way

University of Leicester

Using Technology to Aid Postgraduate Taught Recruitment

A University of Leicester case study

Remy Clarke
Enquiries and CRM Officer
Division of Corporate Affairs & Planning

University of Leicester

Any Questions?