



azorus



## How the University of Wolverhampton implemented their new CRM system in 6 weeks and achieved results beyond their expectations.

After years of dealing with a growing myriad of separated systems and manual processes, the University of Wolverhampton decided to bring all these processes and activities together in one student recruitment system. This would improve the impact and effectiveness of all their international and domestic student recruitment efforts.

After careful consideration of a number of suppliers Azorus was selected because of their extensive experience with higher education institutions and a track record that is unrivalled. The results were nothing short of incredible.

**6  
Weeks**

The time to implement the CRM system from project START to LIVE

**97%  
Increase**

Increase in Open Day bookings for our first event using Azorus

**78%  
Increase**

Increase in Open Day attendance vs the same event in the prior year



## THE CHALLENGE

“We knew we needed to up our game. The operational landscape for UK universities is extremely challenging and we had a mandate to improve both our domestic and international recruitment efforts,” says David Allen – Digital and Creative Services Manager. Before Azorus was selected as our CRM provider, the University of Wolverhampton was using a mix of tools but none of them were connected; not uncommon for universities that are embarking on a CRM journey. “The biggest challenge with our pre-CRM world was that our teams were swamped with low-value activities that were - most importantly - not student centric. Adding more people to the team was not going to help us reach our goals. We needed a way to optimise our business processes while enhancing the prospective student experience.”

“We used our Student Information System’s Enquiries module (SITS) as a central database to store enquiries and enquirers, where activities were run through separate systems” David says. “We frequently had issues with public facing technology, matching branding, and had to manually connect data from one system to another. ‘Manual and separated’ certainly sums up our previous position. We did have communication plans, but to identify the target audience we needed a member of the team to extract it from one system, so that it could be imported it into their email system, where emails then were sent off manually as the cycle progressed.”

## THE SOLUTION

David highlights the vital steps in the university’s CRM journey. In short, he says: “what stood out about Azorus was not necessarily just their technology, but the people behind their suite of tools. Clearly there are other companies that provide CRM solutions for universities like ours, but what impressed most with Azorus was how their team took the time to understand our unique situation.

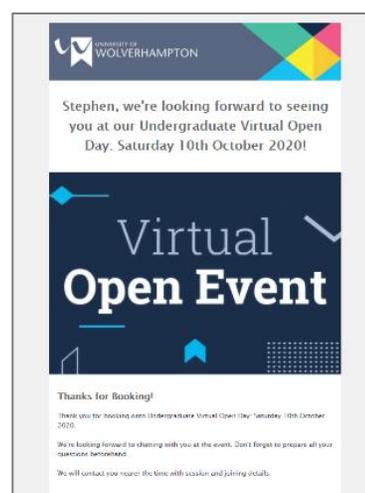
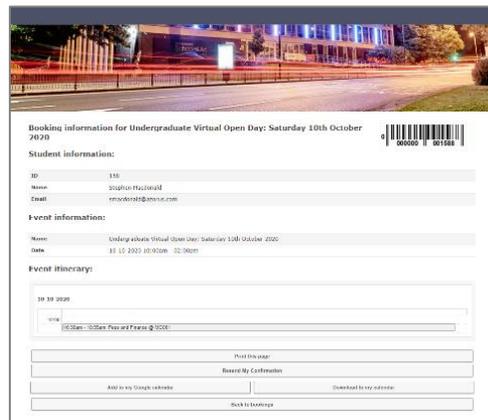


While their system is ready to go ‘out-of-the-box’ it felt like we were getting a bespoke solution, and that really helped us to move forward much faster.” Azorus provides a unique and valuable service called **Rapid Launch** that helps get universities off the ground quickly and efficiently. This structured delivery option makes the implementation of the CRM system fast and easy; it can be accomplished in as little as four to eight weeks.

“Our UK account manager was extremely helpful with our planning. All our questions and concerns were addressed, and Azorus’ experience in Higher Education CRM is continually apparent. That allowed us to leap ahead where we would have otherwise been on our own. The Azorus team provided documentation for typical scenarios, and custom wrote further guidance to suit our particular scenarios. Throughout the process we never felt lost, and always knew what we were going to do next.”



*“The interesting aspect of the Azorus system is just how customisable and flexible it is. Not only did it address our immediate requirements, we can see how this system can help us for years to come due to its power and flexibility.”*





## DELIVERY & SUPPORT

Delivering a comprehensive suite of tools that personalises and automates the experience for prospective students is at the heart of what the Azorus CRM platform provides. However, delivering these tools is only part of the equation for success. How administrative users are trained and supported is equally, if not, more important.



*"It was clear that Azorus has run through this process many times, knowing all the steps we had to complete, pitfalls to avoid, and experience of how others had chosen to do it. We never felt uninformed, lost or alone in the process. They were just a quick email or call away, answering promptly and informatively. And this care and attention continues to this day with weekly calls supporting us as we continue to gain sophistication and confidence."*

## PRIMARY CRM FEATURES

### CAPTURE LEADS

Forms, off-line data capture, imports, custom fields, user profile

### COMMUNICATION CHANNELS

Email, SMS, call campaigns, documents, portal, organisations, multi-language

### EVENT MANAGEMENT

Campus tours, open days, applicant days, interviews, appointments

### INTEGRATION OPTIONS

STUTalk, other SIS systems, API, lead imports, ROI reports

### DATA INTELLIGENCE

Segmentation, user scoring, reusable filters, powerful rule builder, ROI, UTM's

### REPORTING

Custom reports, saved report library, sharing reports

### COMPLIANCE

Manged compliance for GDPR & PIPEDA