




Practical applications of CRM – the “Made Offer” Campaign



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CRICOS No. 00151J

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## Customer Relationship Management

Virtual marketing campaigns and sophisticated international student prospect management require support from a CRM solution. It will:

- Provide an integrated business solution to the management of a new prospect from first enquiry to graduation and alumnus
- Deliver a seamless and helpful process to the student
- Make effective use of the institution’s resources and time
- Create a tool to assist the institution to maintain a lasting relationship with the prospect through the student life cycle

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## Key features

CRM solutions that are effective in our context must have certain features such as:

- Be student prospect focussed to respond to student's interests, needs and requests
- Able to support multiple communication channels eg email/phone/sms/fax
- Be scalable
- Has workflow functions to trigger future engagement
- Deliver datawarehouse capability to store and report all information and communications
- Integrate with student management systems
- Implement privacy requirements

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## Development of the "Made Offer" campaign

Conversion of students from offers to acceptance is the most important step and the most effective use of resources that the institution can mobilize

- Identify which segments of total prospects are most likely to enrol so special attention can be paid to them
- Analyse enquiry trends and prospective behaviour to develop targeted campaigns
- Identify which channels will optimize student outcomes - SMS? Phone calls? Online chat with academic staff or student ambassadors? Email a student campaigns
- Develop "Made Offer" campaign as one example of practice

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## “Made Offer” campaign

### What did we do?

- Identified a group of students who had received offers from the university but who did not have the assistance of an agent
- Repeated this on a rolling basis each week
- Prepared a series of proactive communications with protocols for their use. The objective was to provide applicants with additional support and assistance to build a relationship
- Phone calls, email messaging and other communication tactics were used at defined intervals to remove barriers to enrolment and promote the institutional destination
- Resulted in a improved conversion rate for eligible students



## Made Offer refined

A review of outcomes of student offer conversions and issues of application processing efficiency led to changes in countries identified in our recruitment strategy as priority markets

- Analysis of offer/acceptance data showed that for some countries conversion rates were very low for those students coming directly, despite the Made Offer campaign
- Multiple barriers were perceived by applicants including the need for visa processing assistance or provision of specific information in first language to ensure student comfort around conversion
- Led to a targeted campaign specific to each key market to adapt the conversion campaign



## Opportunities presented by CRM solutions

CRM solutions provide tailored support for engagement and conversion throughout the life cycle of enrolment:

- **Operational** – using protocols and templates to facilitate fast responses and targeting best use of scarce institutional resources
- **Analytical** – Defined segments can easily be managed. Enquiry trends and prospect behaviours are analysed. It provides decision support when developing or refining a marketing strategy
- **Collaborative** – leads to datawarehousing of all information and communication for a student prospect. All virtual campaigns feed into the one database from which future communication can be delivered

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**Thank you**

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