

Considering a new Student CRM for your University?

by Dom A Yeadon, Director of Data Harvesting

Open and Transparent Disclosure Statement

Heads up: I have a financial interest in the Student CRM SaaS Solution from Data Harvesting promoted in this document. I am the founder and a Director of this UK Technology business.

It would be useful if you could digest this document with an open mind. Yes I favour my company's solution over the competitors' offerings, as I think we stack up rather well. We aim to be the best but that is a value judgement our clients all made for themselves.

Not only do I wish you to consider our Student CRM as an option for your University, but I wish you to do so with an understanding of how we can help you to tackle the issues you will inevitably face when procuring such a solution. I hope this short document helps.

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1. Investing in the right CRM

Higher Educational Institutions across the UK are figuring out how to incorporate CRM technologies into their current and future recruitment needs. Some are getting into CRM for the first time whilst others are replacing their legacy systems with better alternatives.

Adopting an existing CRM solution from a third-party provider with a proven track record eliminates the basic 'how will it work?' questions, allowing the institution to concentrate on the more challenging 'how will the CRM change the way we work?' issues.

Change management is therefore a key skill requirement for your chosen CRM supplier.

How much will it cost?

Being able to establish the ROI is critical when adopting a new technology.

All CRM providers should be able to determine your needs, see if there is a good match with the services they provide, and provide a contract price. From there you then evaluate whether the investment is likely to produce a good return on investment.

Being aware of how the hidden costs associated with some solutions is important when determining the 'whole cost of ownership'. It is not always the case that an initially cheap solution provides the best value for money if, for example, it requires constant resources to be diverted away from key recruitment tasks to configure and juggle with technical issues throughout the contract term. Similarly a high-price CRM may not necessarily be indicative of the quality of service provided.

Key to understanding the way to measure value in a CRM, is examining the following areas:

- Speed of implementation
- Integration with existing systems
- Configuration of the system
- Updating existing manual workflows to become more automated
- Change management - adoption by your users
- Flexibility of the system to suit your needs
- Access to training and support

Of the various CRM providers, Data Harvesting is neither the most expensive, nor the least expensive. We are mid-table, but best value and most popular with users who have tried the others. We approach our service more as a strategic partnership with your institution, than simply as a software vendor.

2. Working with Data Harvesting

Our company motto has long been “*we build smart solutions for busy people*”.

From our many years working in education, we know that busy student recruitment professionals do not enjoy being distracted from their important work. They like an efficient and experienced implementation of a smart solution that will save them time. They are looking for demonstrable quick wins as well as medium and long-term benefits.

We have developed expertise, values and beliefs that create a significant added value around the Student CRM solution itself.

Our expertise

We are experts in the following topics:

<ul style="list-style-type: none">● Student recruitment.● Marketing technologies.● Cloud computing.● User experience (web form UX).● Student expectations.● The whole student journey.	<ul style="list-style-type: none">● Engagement strategies.● Data management.● Analysis and reporting.● Configuration and setup.● Technical support.● Training teams to productively use the CRM.
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Our corporate values

- We want to enable the widespread adoption of online marketing technologies.
- We strive for openness and approachability through constant customer service.
- We invest time and people in developing our strategic partnership with you.
- Our technologies should help your students, but must be invisible throughout.
- We want your users to be able to make instant changes to their recruitment technologies as and when the need arises, with no delays.

What we believe

- We believe users should enjoy using our technology and look forward to logging in.
- We believe in the power of automation to free-up key personnel from repetitive tasks.
- We believe in automated messaging to build and nurture student relationships.
- We believe that support must be available during UK office hours.
- We believe it's time for a change in the way that HEIs use technologies.

3. The benefits of the Student CRM

Data Harvesting's Student CRM is a powerful student recruitment solution that helps both Domestic and International student recruitment teams to work more efficiently and effectively.

The Student CRM has been built from the ground up for the sole purpose of student recruitment for UK institutions.

We are constantly listening to our clients to find ways of improving the system and making the recruitment process easier to manage. This results in a constantly evolving system with new features and improvements being launched every month.

What are the main benefits?

- Built for student recruitment.
- Provides a central unified point to store all prospect information.
- Every student interaction and every communication with the student is stored and logged.
- A modular system that expands with you as your requirements change.
- Domestic and international students are siloed preventing accidental communication with the wrong group of students.
- Full integration with the Royal Mail's PAF for accurate address population.
- Automated fulfilment data delivery for rapid prospectus delivery.
- Advanced duplication prevention system to identify known students.
- An easy-to-use document library allows you to instantly upload and publish marketing documents.
- Provides fully dynamic forms so levels of study, course lists and entry points are always up-to-date.
- Course lists are dynamically displayed based on year of entry.
- Comprehensive workflow and touchpoint system allowing instant and triggered communications via email, sms, letter or post (printed labels).
- Rapidly respond to student enquiries using a self learning bank of responses.
- Provide offline student information capture at international and domestic recruitment events.
- Highly configurable, comprehensive events offerings allowing simple or complex events for both prospects and applicants.
- Increases event pre-bookings and attendance rates (clients are quoting over 80% attendance rates).
- Increases your student conversion rate.
- Improves the student experience.
- Increases your capacity whilst reducing the burden on your recruitment team.
- Constantly evolving system with new features and improvements being launched every month.
- Full user management with multiple permission levels.

- Provides comprehensive reporting facilities.
- A suite of APIs offering bi-directional data transfer with your SIS system.
- Full support team based in the UK, working UK office hours.

Life before CRM	Life after CRM
<p>Things do eventually get done, but sometimes they take too long.</p> <p>We are under pressure all the time.</p> <p>We have lots of spreadsheets everywhere.</p> <p>We have to keep contacting students to get the information we need.</p> <p>When a key member of staff is away things stop until they get back.</p> <p>When we are in a hurry we make mistakes.</p> <p>Our messages are different depending on who writes them.</p> <p>There is no one place displaying everything to do with one student.</p> <p>During our busiest times our team is overloaded and can't keep up.</p>	<p>So many of the little things we used to do manually are now automated.</p> <p>We now maintain regular contact with students with less effort.</p> <p>When we collect student information we get everything we need in one go.</p> <p>Every student is added to our Student Database - everything in one place.</p> <p>This is so easy to use.</p> <p>This has saved us so much time.</p> <p>The built-in reports show us instantly how things are going.</p> <p>We can make quick changes really easily.</p> <p>I don't know how we coped before.</p>








Built to suit the way you recruit students

Our Student CRM is made up of twenty-one different pick 'n mix apps, each focused on a different aspect of the student recruitment process, from initial enquiry through to enrolment.

Our pick 'n mix app solution offers you unrivalled customisation of your recruitment process. There is no need to waste money on features you don't want. Select the apps you want and nothing more.

Each app has been built to handle a specialist area of student recruitment activity. Each

automates many of the manual processes you currently undertake, increasing your effectiveness and capacity. These apps are usually considered to be a good place to start:

Q&A		This self-service online knowledgebase provides instant answers to students' questions.
Enquiries		Students often start with a simple online enquiry. Build a relationship with professional enquiry handling.
Prospectus Requests		Students complete their postal details to receive your prospectus by post. Also emails PDFs.
Mobile Event Capture		Collect student details at recruitment events using your iPad - even with no internet connection.
Pre-applicant Open Days		Fill every open day with students who book and attend. Include tours, talks and personalised programmes.
Event Manager		Create your season of on- and off-campus recruitment events and increase bookings and attendance.
Surveys		Build engaging online surveys, send email invites, collect answers online and view reports.

Subscribers also have free access to these apps: *Birthdays, Courses, Document Library, Faculties, Grab, Regions, Student Database, Users* and *Workflows*.

Working in the Cloud

The Student CRM is a SaaS (Software as a Service) very much like Gmail or Facebook, in that users simply use their web browser to access it. You do not need to download or instal any special software. It works straight away and is always available.

- **Scalable** - there is no limit to the number of students you can store in it.
- **Accessible** - from your desktop in the office, from your laptop at the airport, from your tablet in the hotel and your smartphone on the road.
- **Free updates** - new features are added automatically with no extra costs to pay.
- **No burden on existing IT resources** - our team configures everything for you, all included.

Who is it for?

We have trained and supported hundreds of users from HEIs working in:

- Student recruitment
- Recruitment and admissions
- Marketing and recruitment
- Outreach and enquiry management
- Student engagement

We ask everyone we train to complete a survey afterwards, so we can monitor that our training meets their needs. Here are a few comments from last week:

"I thought my trainer was...."

Excellent and well prepared. Very accommodating with our requests.

extremely knowledgeable and helpful

highly competent and a very good communicator.

very knowledgeable about how the system can be used here and was very patient with all my questions!

very confident and knowledgeable

Securing early user adoption of your new CRM is one fundamental key to success. Creating fans is even better.

For more information

Student CRM by Data Harvesting

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[Download brochure](#)

[Request a demo](#)

[Download directions to Data Harvesting](#)

Data Harvesting is an established UK tech company, devoted to building better online student recruitment solutions for FE and HE providers in the UK since 1997. We are passionate about providing the UK's most loved 'Student CRM' – our cloud computing SaaS solution. Built for universities and colleges, it increases conversion by improving the student experience and accelerating recruitment productivity.

With 21 specialist apps to choose from, we offer you unrivalled customisation of your recruitment process. Student CRM helps you to engage effortlessly with domestic and international students, providing them with compelling student-centric marketing communications from enquiry to enrolment.