Leading Higher Education University Re-Positions with PeopleSoft 9.2 CRM

Client Overview

Our client is internationally recognized for quality education and applied research that drives economic and social development in the GCC region and beyond. They host over 5900 students from more than 55 countries, 190 faculty members and 250 support staff working with these students across a wide range of undergraduate and post-graduate programs.

Business Challenges & Need

Client's Expansion Plan & Competition

With the plans of expansion and a new campus in Dubai, our customer was expecting more students to enroll in the years to come. In addition, there is a significant increase in the number of universities in the GCC countries and an increased competition (across the world) to attract domestic and international students. As a result, the role and responsibility of admissions and enrolment personnel in higher education has become increasingly critical to the success of our client.

Disintegrated Legacy System with Operational Overheads

The Legacy CRM system, Talisma used by the Admission and Call Center team was an isolated system with restricted features resulting in redundant data that resulted in poor performance of the team.

Complete Solution with Focus on Strengthening Result Driven Marketing

There were feature limitations of having envisaged marketing and online marketing functionality in the current limited implementation of Talisma CRM system. Client's vision for its future CRM system was a single entity for all information that could be easily integrated with the existing PeopleSoft Campus student enrolment and registration system for supporting student life cycle management. The CRM system was visualized to be a primary tool for sending recruitment communications to prospective students and applicants that would help in maximizing the marketing outreach for new enrolments, recruiting effectiveness and increase opportunity conversation rates..

Solution Highlights

- Legacy Modernization of multiple manual processes (excel/spreadsheet based) with PeopleSoft 9.2 (Processes under Marketing to Admission, Agent On-boarding & Management, Domestic & International Student On-boarding, Prospect to lead etc)
- Integration with PeopleSoft Campus solution for aligning student life-cycle management, marketing, sales & recruitment.
- Optimized PS CRM and Campus product usage - Customization below 5%
- Integrated environment for seamless & consistent communication and operation
- Enabled Client's website redesign for optimum usage, integrated for prospect creation and subsequent lead nurturing
- Increase in Opportunity creation through PS Campus integration using web service technology
- Integration with third party Interaction workspace solution – 'Genesys' and SMS integration with 'ValueFirst'
- Data Cleansing & Migration from the hosted application to on-Premise PS CRM`

The Solution

Client chose PeopleSoft 9.2 for implementing its CRM processes. Hexaware with its strong capabilities in the Higher Education sector and a successful Peoplesoft delivery track record was selected to lead the deployment. Hexaware collaborated with client's key process stakeholders to understand their current business processes, pain points, vision, go-to-market strategy and organizational hierarchy. This helped Hexaware's team of experts in defining the future application road map and the approach for standardizing the Recruitment and student Engagement process across all locations.

Engagement Highlights

- Assistance in designing a standardized process to get consistent and invasive view into marketing and recruitment performance as well as progress of sales opportunities.
- Enablement of an integrated environment and communication channel to strengthen Admissions and Call Center operations for sales and support services
- Business transformation and Legacy modernization with PeopleSoft CRM

The below project objectives and goals were set as high-level parameters

Project Objective

- Allow consistent, effective, and comprehensive management of student recruitment, retention and provide data access as needed for reporting, tracking of rends, and customized data analysis.
- Focus on the activities of the Marketing department and the Recruitment process for Admission across all programs (undergraduate, graduate, adult/independent and distance learning) followed by other enrolment management offices, such as the Office of the Registrar and the Student Financial and Financial Aid.

CRM Goals

- Enable customized communication flows for mass as well as uniquely defined students and employees
- Eliminate manual processes and streamline current electronic processes to boost efficiency
- Increase constituent satisfaction with enhanced communication and service levels
- Modernize recruitment quantity and quality
- Manage information gathering, communications and workflows for school visits
- Manage student retention efforts through improved response, early intervention and analytics.
- Facilitate marketing campaigns, surveys and communications
- Help in tracking and reporting recruitment, retention and other campus communication activities cross all locations.

Business Benefits

- 30% reduction of effort involved in executing redundant, disintegrated, and manual processes.
- 30% increase in user adoption and enhanced user experience
- A sophisticated audience builder tool allowed targeted communication based on specific criteria for increased direct benefits.
- Unified user experience through integration with Genesys system for Call Center support, website portal for prospect creation and PeopleSoft Campus for opportunity tracking.
- 20% reduction in operational costs through automation
- Process Automation removed many manual duplication efforts, thus drastically saving time and allowing users to focus more on strategic priorities.
- Automated repeated communications
- Faster and more accurate data entry about prospective students
- An automated approval workflow helped in reducing support costs
- OLM surveys for retention, automated lead creation for Recruiting helped in driving follow up actions.
- Increased opportunity by 10% using Constituent 360 degree view providing insight into lead history and interactions.
- Real time data outcomes laid the new foundation for Customized product offerings Average sales process execution time reduced by 20%. Effective metrics were discovered on the average prospect to lead conversion ratio.
- Tracking Call Center productivity, average timeframe /calls for prospect to student conversion

Technical Stack

- PeopleSoft CRM v9.2, PT 8.53.15
- PeopleSoft Campus v9.0, PT 8.53
    - Oracle 11g
    - Microsoft Windows Server 2008 R2 x 64 Enterprise Editions
- Talisma (Legacy CRM system)
- Interaction workspace solution integration vendor: Genesys (System: Genesys iWS, Ver.: Genesys Business Edition v8.1)

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight. We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything, Cloudify Everything, Transform Customer Experiences.'Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

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