

The challenge

The University of Law had recently undergone a rebranding exercise since being granted full university status. As part of this process there was a requirement to have a better overview of the customer data that was held in Excel spread sheets and other systems.

They were unable to get a clear view of all of the law firms they were working with, the individuals within, the courses they have attended and the training contracts they have.

This meant they were unable to segment their data accurately.

The solution

makepositive worked closely with the university to customised the platform to fit their needs.

- Accounts, Contacts and Opportunities objects have been configured to fit terminology and processes.
- Course renewals and new business revenue processes is in place using the standard Opportunities tab.
- Products is used to track the study centre and mode of study the law firms have requested and the cost.
- Contracts is enabled to manage contracts with law firms.
- Extensive reporting has been put into place for management reporting.

The results

The University of Law are now able to have a 360 view of all the law firms they work with giving a central point of truth. The additional benefits are:

- Increased pipeline of opportunities through better view of candidates.
- Improved business agility with the use of better reporting facilities.
- Increase candidate retention with better visibility into existing contracts.
- Ability to comply with other ULaw Systems – Email / Calendar.
- Ability to migrate cleansed data.
- Cross platform capability: PC/Mac/iPad/iPhone / Blackberry.
- Real time updating whatever access point being used.