

University of Derby shares its CRM success story



This is an overview of the presentation given at the UCISA CISG-PCMG 2018 Conference by James Leigh, CRM System Support & Development Manager and Chrissie Felthouse, Senior IT Project Manager at University of Derby. Under the banner of CRM Implementation Approaches, University of Derby took to the stage at UCISA CISG-PCMG 18 to share its enterprise-wide, implementation approach with the sector.

University of Derby is a thriving institution inspired by a dedication to quality and opportunity, and driven by delivering excellence and opportunities for its students, staff and region.

The presentation commenced with James Leigh, CRM System Support & Development Manager, who set the scene at Derby by reviewing a previous unsuccessful CRM implementation project. The University used this experience positively to better understand what they would do differently next time. Top of this list was to choose a proven HE solution. Rather than to adopt a more cautious pilot, the University was committed to deliver an enterprise-wide CRM solution and commenced on a programme of works to do this in October 2017.

The story was taken up by Chrissie Felthouse, Senior IT Project Manager, who summarised the last 12 months, emphasizing how successful it has been to date and the fast pace at which the University is now adopting CRM. Chrissie attributed this, in large part, to the fact that the university had adopted a HE-specific solution, developed by Crimson Consultants (now known as Tribal Dynamics).

The next 6 months at Derby will see additional Accelerators implemented for Event Management, Schools Liaison, Business Development, Email Marketing, Text Messaging and Social Engagement.

Lessons learnt...successes enjoyed

In terms of lessons learnt, Chrissie singled out the agile delivery method endorsed by Tribal Dynamics and adopted by the Project team as essential to delivering the relevant functionality in a more efficient manner to users.

James came back on stream to annotate the early successes as follows:-

- **8,300 prospect and applicant enquiries logged in 6 months (since April 2018)**
- **860 student support cases logged in 3 months (since July 2018)**
- **Self-service Portal - 500 enquiries logged in less than one month**
- **95 active users on board and engaging daily with CRM**
- **18 previously separate mailboxes integrated into CRM**



[Video Presentation](#)

(Derby is the second video in the clip)

John Drew, Tribal Dynamics Sales Director, was delighted to see one of the company's customers sharing its success with delegates and crediting Tribal Dynamics with an important role in this.

“*It is also significant that Crimson's presence on the [G Cloud](#) purchasing framework allowed University of Derby to avoid a lengthy and costly tender process and to devote all its energies to delivering operational benefits from the solution”.*