

**Title:**                    **How can a Customer Relationship Management System Help us to Collect and Respond to Student Views?**

**Presenters:**        **Steven Collis and Carl Jones**  
The Open University

## **Abstract:**

### **Session Learning Outcomes**

By the end of this session, participants will be able to:

- Understand how a Customer Relationship Management (CRM) system has been used in a higher educational context to manage student requests and attempt to meet rising student support expectations.
- Make connections from this experience to their own work in their higher education setting.

### **Session Outline**

#### **Part 1**

Why use a CRM system to meet students rising expectations of the range and quality of support?

*The problem:* We didn't appear to know as much about students as they expected us to. In the past, we gave good once-off support, but we did not always have an overall picture of students both individually and as a group.

*The hoped-for solution:* Providing better support to students (and enquirers and others) by using a CRM system to ensure capture of all contact with students so that we can work towards a '360° view' of our students' relationship with the University.

#### **Part 2**

Is the use of a CRM system with its 'call centre' connotations appropriate in a higher education setting? Is the '360° view' working and is it helping us to provide students with more consistent and co-ordinated support? How can we get staff to buy into this change?

#### **Part 3**

Harvesting data from students' requests – are we able to build up a picture of what students want, rather than what we think they want? Are we changing what we do in the light of this? What experience have you (the participants) of this process?

#### **Part 4**

What lessons have we learnt from introducing a CRM system to support students? What are the pitfalls and what work have we left to do? How have staff reacted and what sort of training and business change has been required? Would a CRM system be appropriate in your setting? And how might you use it to support your students?

### **Session Activities and Approximate Timings**

There will be four short inputs of 5-7 minutes each followed by discussion around the questions outlined above.