

The Skills Centre Joins Company with Microsoft Dynamics CRM 4.0



Industry

Commercial Training

Challenges

Upgrading to a modern customer-centric solution that allowed for customisation and tailoring to meet the needs of the business and also to ensure longevity of the solution that would grow and change to meet future needs.

Solution

The Skills Centre implemented Microsoft Dynamics CRM 4.0 with consultancy from Crimson Consultants.

Results

The Marketing team, Call Centre staff, Sales team, Student Enrolment and Student Support team now access the same customer information providing a holistic view over all of the business activities.

“Previously, it took us hours of manual labour to collate and analyse the performance of our advertising spend. Now the system delivers this in the same time it takes to open an Excel Spreadsheet.”

Tracey Parfitt
Marketing Director

“The entire management of our Call Centre, Sales and Marketing operation and Student enrolment and Support teams is now being handled by Microsoft CRM.”

Jeff Morgan
Managing Director



The Skills Centre is a group of companies delivering training solutions for both career changers and professionals alike. The company, located in the new business quarter of Cardiff Bay, provides training courses in a number of disciplines including IT, Carpentry, Electrical, Plumbing and more recently Gas. Each course is designed to enable the student or learner to maintain a full-time job whilst being trained using self-help study courses, attending in-centre training sessions and having access to the extensive Student Support services offered by The Skills Centre.

Students come from all walks of life and geography is not a limiting factor when it comes to attending in-centre training sessions as these are provided through local training or skills centres.

“In the last few years we had developed our own internal systems and procedures using a combination of Excel spreadsheets and Access databases. This is common when companies expand rapidly; their existing system simply do not grow in tandem. When Crimson first demonstrated Microsoft CRM to us, we were impressed by its simplicity, integration with Outlook and how it could join our entire business operation together in one system.”, said Jeff Morgan, Managing Director.

- The Skills Centre, like many organisations, is having to contend with rapid business growth that puts demands on incumbent systems to almost breaking point. Effective Customer or Student service delivery was high on the list of requirements for The Skills Centre and Crimson Consultants were well placed to assist. With experience of delivering

Business Process Automation

“As enquiries are imported, the system automatically assigns the potential student to a sales person depending on postcode area. This process used to take over an hour per day —now its something we don’t even need to think about. It now means we can spend more time delivering outstanding service to our students rather than time on administrative tasks.”

Jon Hinds
Operations Manager

customer-focused solutions it helped The Skills Centre with the specification and development of a solution that provided key functionality for all departments of the business including:
A joined up Marketing, Sales and Student Enrolment process

- Visibility over sales leads, sales opportunities and appointment bookings
- Analysis of team activities and Call Centre effectiveness
- Analysis over advertising spend enabling cost-benefit to be identified
- Management of students
- Business process automation

Benefits

The Workflow engine built into Microsoft CRM has been used extensively at The Skills Centre to automate processes, provide a consistent ‘touch’ with their customer base and to monitor critical events so that some of the more mundane tasks and processes are managed by exception. This has the direct result of lowering administration costs, whilst also delivering outstanding service to the customer.

The Skills Centre were an early adopter of Microsoft Dynamics CRM 4.0 that

provides feature enhancements that has benefited the operational aspects of the overall solution: a solution that today joins the Sales, Marketing, Enrolment, Support and Finance functions; and tomorrow provides a scalable platform on which The Skills Centre can grow and develop and build a truly enterprise-wide system.

The success of the project at The Skills Centre has been a combination of the right product, Microsoft Dynamics CRM 4.0, the right approach, using elements of Prince II to ensure early staff buy-in to the project, and the right partner, Crimson Consultants.

The role of Crimson Consultants in this engagement

Crimson Consultants provided business and technological expertise using Microsoft Dynamics CRM 4.0 to deliver the solution. The project included business analysis, consultancy, development, training and project management.; delivered over a 3 month period.

About Crimson Consultants

Crimson Consultants are a UK-based consultancy firm specialising in business improvement through the use of integrated business management applications. Using tools such as Customer Relationship Management (CRM), document management and internal and external collaboration solutions, Crimson help provide organisations with competitive advantage that is innovative and evolve with the changing needs of a business.

