

E-academy Launch New Courses Using Microsoft Dynamics CRM



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

e-academy implemented Microsoft Dynamics CRM 3.0 with consultancy from Crimson Consultants.

Results

The sales staff can now spend more time on dealing with customers and less on administrative tasks. The Marketing Module is providing feedback on the effectiveness of the e-academy campaigns.

"The entire management of the Training Centre is now being handled by Microsoft CRM."

Mike Hughes
Managing Director



e-academy is the only Microsoft Certified Partner for Learning Solutions in Wales - and the region's leading provider of technical IT training for IT professionals and applications training for computer users.

Located in the centre of Cardiff, e-academy boasts a modern and well-furnished training centre that has spacious classrooms equipped with high-specification PCs and training equipment. Microsoft, Cisco, CompTIA, and Novell training courses are available and e-academy provides help and guidance to its course delegates on the available IT accreditations.

"Like most companies, the first 'system' we employed used spreadsheets and a lot of paper. In the last few years we had a system that was developed specifically for us and whilst this offered a centralised customer record we still had to maintain spreadsheets and some paper records around it as the business grew and we diversified. When Crimson first demonstrated Microsoft CRM to us, we were impressed by its simplicity, integration with Outlook and its extensible features.", said Mike Hughes, Managing Director.

E-academy, like many organisations, is having to contend with more competition in the sector and the need to deliver outstanding training courses, the ability to provide after-training support and the ability to create future opportunities from existing customers is vital for survival. Crimson Consultants were well placed to help e-academy. With experience of delivering solutions into the Education Sector it assisted e-academy with the specification and development of a solution that provided key functionality for all departments of the business including:

- A streamlined sales lead and opportunity management solution

Scheduling

"The sophisticated Scheduling Engine of CRM allows my staff to find trainers, training rooms and facilities very quickly. When you are talking to a prospective customer on the phone this functionality is vital: it gives my customers good service and also makes my staff more efficient"

Mike Hughes
Managing Director

- Management of learners
- Management of distance learners
- Creation, execution and management of marketing campaigns
- Reporting and notifications on course economics
- Business process automation

Benefits

The Workflow engine built into Microsoft CRM has been used extensively at e-academy 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.

"With Microsoft's latest training courses including Exchange, Vista, Office and SQL Server 2005, using the marketing module of Microsoft CRM has enabled us to target market to those customers who were either trained on the previous products or have taken exams to achieve certifications. Our customer database is now creating opportunities for us", said Kirsty Thomas, Marketing Manager.

The success of the project at e-academy has been a combination of the right product, Microsoft Dynamics CRM 3.0, 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 3.0 and SQL Server 2005 Reporting Services to deliver the solution to e-academy. The project included business analysis, consultancy, development, training and project management. The project duration was just over 3 months and included data migration. Future possible directions for the system at e-academy include Distance Learner Management, Finance and Web Site integration, and Portal Extranet Access.

About Crimson Consultants

Crimson is a UK-based consultancy specialising in the development and implementation of Customer Relationship Management solutions that provide organisations with competitive advantage.

The company offers a wide portfolio of consulting, training and support services to help build solutions that combine technology, business processes and people to ensure a high user adoption, low total cost of ownership and a tangible return on investment.

