

# Global Business School overhauls its marketing automation and lead management with Oracle<sup>®</sup> Marketing and Sales Cloud

## Industry

Education & Research

## Oracle Products & Services

Oracle CRM On Demand  
Oracle CRM On Demand Marketing

*“Oracle CRM On Demand has improved the visibility of our sales opportunity pipeline”*

Associate Director  
Marketing Operations

## Implementation Partner



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One of the world's largest and most prestigious graduate business schools with campuses in Europe, Asia and the Middle East sought to transform its legacy standalone sales & marketing system, improve student recruitment and meet growing communication needs for departments throughout the university and prospective students.

## Challenges

The business school required to communicate more effectively with students during the admissions process and knew that most applicants and prospective students each year could receive many inconsistent communications from many different people across the university, about the same application. The university was facing a situation of potential loss of students, and therefore loss of revenue, due to poor process, existing legacy system and service to prospective student. Other critical challenges included

### Strategic Business Changes

- Induct global expansion plans and process to enable strategic decision making
- Measurable improvements in daily work processes, cross-departmental collaboration, and employee efficiency

### Marketing Automation

- Automate marketing process and drive revenue opportunities with systematic approach to lead development & management
- Implementing email marketing campaigns and programs to effectively convert prospects into students.
- Analyze existing participants and related prospects' information/data for quantifiable and measurable results
- Track marketing investments, communications

### Legacy Data Infrastructure

- Migrate from heterogeneous data environment to a comprehensive customer relationship management and marketing automation system for all business group & activities
- Integrating independent marketing, sales & student life cycle system as with different data sources
- Contact De-Duplication

## The Results

- Increased campaign effectiveness by delivering the right message to the right prospect at the right time with adaptive 1:1 campaigns
- Delivered higher-quality leads to sales by gathering more complete and valuable information through progressive profiling at each interaction
- Increased lead volume and conversions with automated lead nurturing campaigns
- Built a comprehensive prospect database with a robust response management system
- Maximized marketing ROI by analyzing the unified revenue funnel across marketing and sales

## Implementation Partner



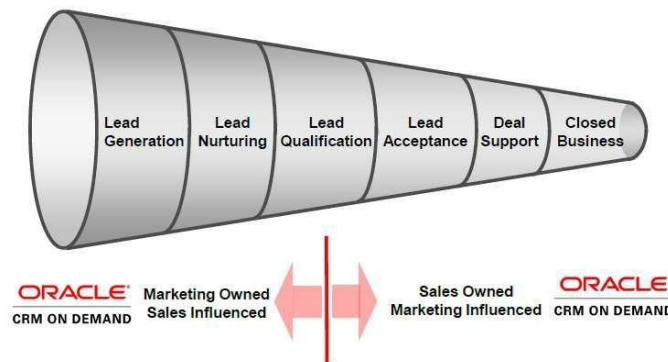
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## Solution

The solution was to implement Oracle® Cloud CRM for admission processes and reach out to prospective students. CRMIT Solutions marshaled this project to seamlessly integrate and deploy Oracle® CRM On Demand – Sales and Oracle® CRM On Demand – Marketing. The solution included

- A cloud deployment eliminating hardware expenses and ongoing costs related to upgrades, installations or other support needs,
- Automating sales processes, enabling sales teams to be more efficient, focus on customers and close more deals
- Providing sales teams with a choice of easy-to-use interfaces and the flexibility to work the way they do— with complete access, anytime and anywhere
- Improving interaction with customers, by giving everyone in the organization access to one single source of truth via a customer repository
- Enabling sales teams and managers to access advanced analytics to improve pipeline visibility and forecast more accurately



- Synchronize marketing and lead data with sales contact and pipeline information within CRM system thus eliminating the manual data upload or IT dependency
- The ability to quickly develop and deploy website forms including custom fields and single form submit – like sending an auto-response email, alerting a salesperson, or adding the prospect to an automated lead nurturing program - without coding knowledge
- Holistic view of program effectiveness, engagement and cost metrics

The solution integrates data from email campaigns, website and the sales pipeline from the CRM to close the loop and make decisions that drive lead generation and marketing ROI.

Customer Case Study

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