



BOX HILL TAFE- Case Study

EDUCATION INDUSTRY
HOSTED MICROSOFT DYNAMICS CRM

Company Description

Box Hill Institute is a leading Victorian vocational and higher education provider known for our collaborative and creative approach to education in Australia and overseas. The Institute has a long and diverse history and over the years has been the recipient of many awards and achievements demonstrating Australia-wide recognition for our efforts.

Situation

Being a large metropolitan TAFE with multiple campuses, and various customer service contacts, there was an urgent need for a central system where staff could input communications had with our range of clients.

A central system such as the Microsoft Dynamics CRM, allows staff members from isolated locations to access, and update information regarding a client whilst speaking to them directly over the phone. We can now distribute digital communication to a filtered list of clients, targeting them directly on specific topics that they are interested in. It also allows measurement of effectiveness, and gives us a better understanding of what clients want.

Benefits

This new system provides us with a lot more intelligence than we have had in the past, and allows us to speak to our clients in a way we have never been able to before. More and more, we are engaging with our contacts, and even receiving feedback and responses. It gives us another channel not only to speak to our clients, but provides us with an invaluable channel for listening to our clients, and receiving very insightful opinions and views.



“With the ever increasing need to communicate with our customers, the need for digital marketing has increased exponentially. With our new Microsoft Dynamics CRM system, we are now able to inform our customers of new products, developments in the sector, upcoming events and special offers. We can now target a large audience with very little effort.”

Catriona Wills
Digital Marketing Manager
Box Hill Institute

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