

Located in the heart of Vietnam's capital, British University Vietnam takes pride in being the first and only international Higher Education institution awarding British degree certificates in Vietnam. British University Vietnam cooperates with University of London and Staffordshire University in order to equip its students with top-notch knowledge in the fields of international business management, accounting, finance, banking, marketing, economics and tourism.

PRODUCT:

Sales Creatio, Marketing Creatio, VoIP connector and Beesender Operator for Creatio cloud

INDUSTRY:

Education

REGION:

APAC

CHALLENGE:

As admission period comes in, **British University Vietnam** receives a great number of student requests, and a plethora of applications and inquiries pile up pending answers. The university was thereby challenged to effectively interact with potential students. With no centralized customer data, disconnected tools, and weak synergy between marketing, tele-sales, and student service center, British University Vietnam couldn't keep everyone in the loop.

The university was thereby seeking an effective solution to its customer service challenges.

British University Vietnam had the following requirements to Creatio:

- Optimized admission process with predefined inquiry and application life cycles.
- Unified customer database for marketing and recruitment departments.
- Omnichannel lead management, email campaign management.
- Automation of student inquiry process.
- Centralized communication system and student 360-degree profile.
- The ability to track applicants' activities and obtain comprehensive reports.
- Task management and event calendar for improved productivity of university employees.

SOLUTION:

Creatio provided the following:

- Centralized database with customer interactions history available in real-time to different departments.
- Omnichannel communication tools and optimized customer interaction process to ensure efficient interaction with applicants and students.
- Two-layer inquiry filtering by marketing and tele-sales departments to validate information before transferring to student recruitment office.
- Optimized inquiry and application life cycles with clearly defined stages of each process.
- Productivity tools and employee analytics provided to manage tasks, set and track KPIs.
- Optimized process of notifications being automatically sent on newly assigned tasks, scholarship approvals, student admission approvals, academic approvals, etc.
- Website Application Form Management enabling to automatically create student application record in the system based on the web form filled by a student.
- New localization tools integrated into the system (local SMS connector, local chat/OTT application (Zalo), data synchronization with Student Information System (SIS))

BUSINESS OUTCOMES:



Utmost visibility of admission processes



Time spent on reports management reduced by 300%



Inquiries response time reduced twice for telesales support team

Creatio was implemented by Flexidata, Creatio's trusted partner. Working in Creatio helped British University Vietnam to bring their customer experience to the next level. Thanks to adopting a range of tools for greater customer visibility, effective communications, optimized e-mail marketing and data management, university employees were able to increase their performance and improve the quality of their services.