23 October 2013

Dear colleagues

I am delighted to announce that the SES Programme Steering Group yesterday supported a recommendation to work with Microsoft as the preferred supplier for the University’s CRM (Customer Relationship Management) system, utilising their Dynamics product. The Microsoft bid is supported by PWC, with whom Microsoft have a strategic partnership to supply business support. This decision follows an extensive procurement exercise and we initially commit to a ‘Discovery Phase’. This will take place during the remainder of 2013 and will inform the full scope of the implementation stage which will be subject to a separate agreement in the New Year.

This marks the start of an exciting two-year project to deliver a cutting edge CRM system which will give the University a distinctive advantage and a competitive edge in the market by helping us realise our vision for an integrated, consistent and responsive Student Education Service. It will provide SES colleagues with a really high-quality system in support of our student-centred approach to service provision, and enable the University to meet the challenges of the changing Higher Education environment.

The first phase of the deployment will cover recruitment and admissions activities. This will be followed by on-course CRM management. The full implementation will allow us to achieve our objective of managing the relationship with our students in a holistic way, from recruitment, through academic development, to alumni - the entire student lifecycle.

The SES programme team will be starting the formal process of engaging with Microsoft over the next few days and I will let you know more about the stages of deployment as soon as they have been finalised.

Meanwhile, I want to thank the members of the working group – Nev Rogers; Barry Haynes; Andrew Parkinson; Richard Clarke; Helen Priestley; Anthony Allen; Paula Dunn; Karin Delin; Lisa Summers; Graham Rees; Sarah Holah; Robert Picton; Leanne Carr; Naomi Tickhill; Jacqueline Massey; Stuart Warriner – for their hard work and commitment during the procurement process, and all the colleagues who attended demonstration sessions and provided invaluable feedback.

Best wishes,

Vivien

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