Enrollment Rx

With Enrollment Rx, Berkeley College Improves Communication, Prospective Student Interactions and Reduces Costs

At a Glance

Challenge

Needed more visibility into constituents across departments / multiple locations and throughout the student lifecycle, from enrollment to retention and alumni relations

Solution

Implemented centralized CRM from Enrollment Rx, including enrollment management, student portal and Telecenter solutions

Results

- Established more effective communications
- Reduced system maintenance costs
- Realized time savings of 10-15 minutes per interaction with student

Berkeley College®

Since 1931, Berkeley College has specialized in providing students with career-focused programs that help them acquire the essential skills sought by employers. More than 8,000 students study at locations in New York and New Jersey, plus Berkeley College Online®.

berkeleycollege.edu

Berkeley College had a simple goal: to improve access to student data throughout the student lifecycle, across all 10 locations and all departments. To support this effort, Berkeley implemented Enrollment Rx in 2014. Berkeley has 350 Enrollment Rx users, spanning enrollment, community outreach, marketing and communications, advisory services and financial aid. Early results of using Enrollment Rx point to time savings, reduced costs and improved communications.

The Challenge

Information about prospective students was not easily visible across departments, making it a challenge to have up-to-date data accessible. As a result, the enrollment process was complex and phone inquiries became isolated in the call center.

Visibility into a more complete range of communications within the student lifecycle was needed.

"We see the value of improving visibility into communications between the staff and students, and Enrollment Rx makes that happen for us."

**Diane Recinos,
Senior Vice President
of Enrollment**

> *"Enrollment Rx under-stands higher education and how a school should operate."*
>
> Leonard De Botton, CIO

About Enrollment Rx

Enrollment Rx provides innovative cloud-based CRM solutions that span the entire student lifecycle. Built on salesforce.com's cloud computing platform, Enrollment Rx puts enterprise-class functionality, seamless integration and a proven partner ecosystem within reach of any size school. With Enrollment Rx, academic institutions can eliminate business process inefficiencies, maximize constituent engagement, and future proof their business for tomorrow, without overhauling the system when new devices, applications, or business processes are introduced.

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Why Enrollment Rx

To enhance access to prospective student information, Berkeley implemented Enrollment Rx CRM, along with a custom call center solution (the Enrollment Rx Telecenter) and Enrollment Rx's custom online student portal. The Enrollment Rx solution enhances visibility across departments and throughout the student lifecycle.

"Enrollment Rx has made us a more proactive department," said Diane Recinos, Senior Vice President of Enrollment, Berkeley College. "Now we can expedite communications to students, be more systematic and have a more complete view of communications."

Now, all support teams – admissions, enrollment services/call center, high school outreach, marketing – know exactly where each student is in the enrollment process and can use available data more effectively to improve customer service.

Dashboard Reporting

Enrollment Rx reporting capabilities allow quick retrieval of information to help Berkeley cultivate relationships and better understand activity.

Custom Telecenter Solution

With Enrollment Rx's Telecenter solution built on Force.com, information that was previously isolated within the call center is now apparent to all locations. This visibility has helped Berkeley respond to new inquiries more quickly.

Online Applicant Portal

The dynamic application portal from Enrollment Rx meets the needs of both international and domestic applications – which collect different information – and enables admissions, marketing and other departments to operate in real time.

Results

Now that the admissions staff is able to work with students sooner in the process, they've been able to be very responsive, providing information on a more timely basis.

Time saved from eliminating multiple systems and manual entry can be applied to fostering better relationships with prospective students through more personalized communications. Enrollment Rx has also allowed the college to improve monitoring for any bottlenecks in the process.

"Enrollment Rx understands higher education and how a school should operate," said Leonard De Botton, CIO, Berkeley College. "By facilitating better business processes and helping us improve how we communicate with prospective students, Enrollment Rx meets our needs. They've been a very responsive team, all the way up to the CEO, and a true partner in getting us up and running."