sugarcrm

Fordham University Increases Its Customer GPA with Sugar

FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK

Founded in 1841, Fordham is the Jesuit University of New York, offering exceptional education distinguished by the Jesuit tradition to approximately 15,000 students in its four undergraduate colleges and its six graduate and professional schools. It has residential campuses in the Bronx and Manhattan, a campus in Westchester, and the Louis Calder Center Biological Field Station in Armonk, N.Y. as well as programs in the UK and China.

Creating the User Experience with 'Constituent' Care

Shaya Phillips' business on-boards about 3,800 new customers each year — and most start within the same few days. That's in addition to serving a base of about 11,000 customers who carryover annually.

The new customers are freshmen and first-year graduate school students at Fordham University, a private New York City Liberal Arts school where competition for admission is fierce, academic excellence is a given, and personal attention is expected.

The challenge for Shaya and his IT team is to make sure these customers have what they need when they need it, and to track their journey through college life and beyond.

Fordham, which also operates graduate schools and a law school, depends on Sugar and its integrations to ensure it has a complete view of its students.

Industry ///

Education

Location ///

New York City, NY

Website ///

www.fordham.edu

"We call them constituents – our students, parents, alumni and others who interact with us – and we use CRM to manage those constituent relationships," says Shaya, associate vice president for Information Technology.

Modern CRM Focuses on Customers

By using a modern approach to CRM – one that has evolved beyond sales tracking and marketing and instead focuses on customers – Shaya and his team have put constituent experience at the heart of the university's efforts.

"We track students throughout the whole system. We recruit them, maintain them, give them the best customer service possible through graduation and keep them informed as alumni," says Shaya.

"We build a relationship from beginning to end and establish that relationship not just with the student but with the extended family; a relationship that fosters giving and helps build a reputation as one of the nation's best universities," he adds.

Because of some easily written application program interfaces (APIs), Fordham officials can see a complete picture of a student or graduate without leaving the Sugar platform: transcripts, completed courses, required courses, academic standing, advisor notes, expected graduation date – even passport status.

"A lot of what we learn and collect with Sugar helps us to target students at different stages in their education. We can see what courses they take, when did they pay, if they are at risk: actionable information that helps us serve our constituents," Shaya says.

"Sugar has made a great different in the ways our users work with our constituents," he says. "It has empowered our users in ways we never thought about because we can make constituent lives better and easier with the way they interact with the university."

CRM as the Information Hub

Choosing an easily customized CRM that was hefty enough to handle all those integrations was a factor in Fordham's decision to implement Sugar. About 80 percent of the software is cloud-based.

Says Shaya: "We liked the fact that Sugar was modular in a way that we could interact with it for our integrations. We had a lot of information from different systems that we wanted to bring into it, and it was customizable for the way we wanted to use it."

With more than 15 integrations and about 30 APIs helping paint the Sugar customer image, administrators and staff are empowered to help students and alumni because they have a 360-degree view of each constituent.

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Fordham uses two types of API calls (APIs that can be called on demand and APIs that allow you to make a call and retrieve a batch of data).

Because Sugar's dashboards are easily configured and convenient, financial aid officers, administrators or professors have immediate insight about a constituent's status. It's a customer journey view at the click of a mouse.

"In Sugar, our people can easily see the current grade–point–average, the course schedule and the grades associated with each course," Shaya says. "If we had to just use our Enterprise Resource Planning system, the administrator would have to go to different screens to view a full student picture."

Growing the CRM's Scope

As Fordham's Sugar use matures, Shaya envisions the versatile platform taking on even larger roles in the university's business growth strategy.

The school decided recently to begin implementing IBM Marketing Cloud for campaigns. Shaya knows the IBM product will integrate seamlessly with Sugar.

But he wouldn't expect anything less: "So far we have not found anything we can't do with Sugar."

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About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high–definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel–KKR.

To learn more visit www.sugarcrm.com or follow **@SugarCRM**.

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