

How to Manage Relationships for Mutual Benefit

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Context

- Our experience
- CRM at our institutions

What is Customer Relationship Management (CRM)?

What is the Good Practice Handbook?

- Good practice in CRM
- Three themes
- Case Studies

Handbook Themes

- Strategic Planning & Organisational
- Operational
- Practical

In Groups

- Identify top two strategic and operational challenges in implementing CRM, 4 in all

Then

- Identify potential solutions to these issues

Be prepared to feed back

Outcomes

- Handbook is a resource
- Network of Stakeholders
- LinkedIn group CRM in Education

Questions?