



Raising standards. Saving time.

Microsoft Dynamics® CRM for Education

Being able to provide relevant and engaging educational experiences continues to be both the vision *and* the challenge for educators. How do you personalize education for individual students to improve learning outcomes? Is there a way to better manage resources and streamline administrative processes, freeing teachers up to just teach? How can students better be served as they navigate the complex demands of 21st Century learning?

With advances in consumer technologies and social networking, students today are like no other generation of students before them. They behave like customers, voting with their presence and attention. With that in mind, is it possible to treat students as customers in standard learning environments? The answer is “yes.”

Using industry standard relationship management software, students can be treated as individuals and customers, enabling education systems to remain relevant and engaging.

In order to deliver a more personalized learning service, you need one centralized location for all information, helping better manage and track student’s progress. You need a way to collect and analyze up-to-date data to inform your decisions and highlight risk factors. A system that automatically addresses issues as it shares the right information at the right time and in the right format with different stakeholders in your system.

“We based our development on Microsoft Dynamics CRM and the tools that came with it and incorporated into our work all of the research and development that Microsoft made available in the product. In this way, we were able to shorten the development time by at least three years, but probably more.”

Scott Orr
Chief Architect
National Network of Digital Schools

FACILITATING HIGH LEVELS OF INSIGHT AND EFFICIENCIES

Microsoft Dynamics CRM is an industry leading relationship management platform that is being used to meet the unique needs of education across the world. Schools or universities will be able to consume data from disparate systems and aggregate information around the student. This student centric approach enables the complete view of a student, his or her relationships with the learning process, outcome information, all while providing teachers and administrators a single point of entry to interact to affect student success. Delivered through a familiar Microsoft Office Outlook interface, this easy-to-use, integrated platform:

PROVIDES INTELLIGENT INTERVENTION CAPABILITIES.

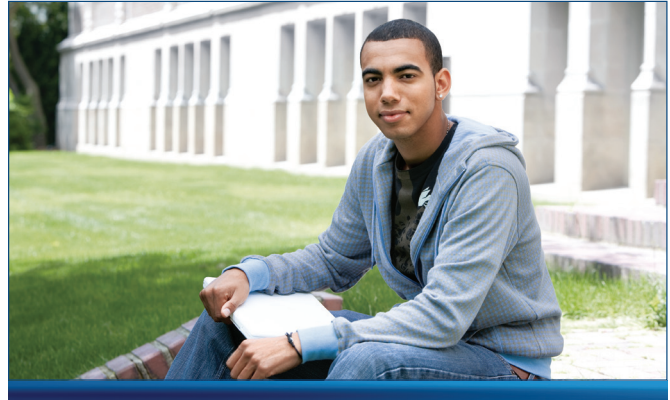
Today, student disengagement and dropout rates are an increasing challenge. Being able to target early warning signs and identify underperforming students is critical. Microsoft Dynamics CRM data can be correlated to factors that affect learning with individual groups or students. When you receive data of students performing poorly in reading, for example, an automatic workflow is set up to address the issue. Automatic emails can be sent out to teachers (to have them focus on reading skills) and parents (with suggestions of activities to do at home). Progress is then tracked along the way. *Going beyond providing business intelligence, Microsoft Dynamics CRM facilitates automated workflows and action plans to efficiently give students the support they need to succeed.*

STREAMLINES PROCESSES AND IMPROVES SERVICE.

What happens when large numbers of students are enrolling or making changes to class schedules and they get passed from one department to the next? Rapidly increasing student populations, resources spread thin and data stored in disparate systems creates challenges for many higher education organizations. The Microsoft Dynamics CRM platform delivers functionality to meet the unique needs of various departments and business units. By integrating different systems under one interface, users get a complete view of student information and a way to record calls, document interactions with students, and track fundraising activities. Role-based security exposes information that is only appropriate to a particular person or process. At every touch point, everyone who deals with a student is better informed about the history or unique needs of that student and that student is better served.

GET STARTED TODAY

Learn how other institutions are benefitting from Microsoft Dynamics CRM. Visit www.microsoft.com/education/crm.



“Microsoft Dynamics CRM captures every student interaction, from first contact through to enrollment and post enrollment. Workflow tools for productivity and collaboration help drive high levels of efficiency.”

Matthew Zealand
Chief Information Officer, Liberty University

Engage with your Microsoft representative or a certified Microsoft Dynamics CRM partner about solutions developed for student and faculty recruitment and retention, student services and help desks, internship management, fundraising activities, and alumni management and communities.

DELIVERS COST-SAVINGS.

With Microsoft Dynamics CRM you can optimize your existing investment in both Microsoft and non-Microsoft technologies. This platform will help reduce custom legacy integration costs and provide access to solutions in the familiar Outlook interface (which helps accelerate and maintain user adoption). Microsoft Dynamics CRM solutions are quick to deploy, help save money, and have been tested and developed by Microsoft, Microsoft Partners, or customers themselves.

OFFERS FLEXIBILITY, CHOICE, AND ADAPTABILITY.

Microsoft Dynamics CRM robust out-of-the-box functionality and extensive set of development tools, helps support and manage many different types of relationships. Available as an on-premise deployment or hosted in the cloud, you have the option to choose what best meets your needs (along with the scalability and flexibility to adapt should these change and grow). If you're looking to change your outcomes, metrics, or your process, Microsoft Dynamics CRM is a flexible framework that allows you to easily respond to environmental change, as well as state and federal mandates or new policy.