

## Background

Customer Connect Australia (CCA) has established a strong track record in the Australian Higher Education sector. A number of our recent engagements are outlined below; further details including references can be obtained upon request.

### Monash University; CRM Strategy; 2008



**Objective:** Assess the current situation and design the desired future state for CRM at Monash. Develop the business case and strategy for CRM in the university-wide context.

**Results:** CCA developed the Monash CRM Strategy on time and within budget over a period of three months. The Strategy has since been shared in a variety of forums within the University, and a public version has been published on the Monash web site. As a result of this successful engagement, CCA was invited by the CIO to present a CRM workshop at the Council of Australian University Directors of Information Technology (CAUDIT) in late 2008.

### Northern Sydney Institute of TAFE; CRM Workshops; 2008



**Objective:** Develop awareness of the true nature of CRM amongst the project team; facilitate culture change and provide tools for the successful implementation of CRM at NSIT.

**Results:** Two workshops were conducted with senior staff, generating positive outcomes in awareness and plans for CRM. CCA was subsequently engaged to share particular aspects of the workshop with a wider TAFE audience at the TAFE Managers Conference.

"John's workshop was fantastic. Very useful and engaging" - conference delegate.

### CAUDIT; CRM Workshop; 2008



**Objective:** Generate awareness, discussion and informed action regarding Customer Relationship Management in the Higher Education context.

**Results:** The workshop generated lively discussion and produced a number of customer lifecycle diagrams illustrating the full scope of customer relationships with students, donors, community groups, industry partners and research funding bodies.

### Macquarie University; Customer Relationship Management; Ongoing



**Objective:** Develop and deliver a postgraduate course in Customer Relationship Management.

**Results:** The CRM course has been delivered as an elective in the MGSM MBA program over the last four years and has now been introduced at the undergraduate level in the School of Economics and Finance at Macquarie University.

"He knows what he is delivering... one of the best teachers I have come across at MGSM" - student evaluation

### Australian Catholic University; CRM Strategy; 2009



**Objective:** Develop a CRM Strategy for ACU National.

**Results:** The engagement is currently underway, however recent finalisation of stage 1 (current situation assessment) has highlighted several significant areas of opportunity.

### Monash University; Cohort Lifecycle Mapping; 2009

**Objective:** Develop lifecycle maps for coursework students, HDR students, teachers and researchers to support the ICT Strategy 2010-2015

**Results:** The engagement is currently underway. A number of draft maps have been produced to inform the ICT Strategy.