Overview [1]

While one-size-fits-all solutions to challenges in recruitment and admissions, student success and retention, and alumni/donor engagement are tempting, CRM is a multifaceted ecosystem that rests not on a singular solution, but on a suite of coexisting efforts and relationships that are essential for success.

Recognizing the complex decisions that campuses face when choosing to implement CRM, UIS has developed a team of engagement experts to support your implementation journey and the ongoing development and enhancement that lies beyond it. Engagement trends evolve, and we do, too. Your CRM effort doesn't have a start and end date; it's a journey, just like the journey you're providing to your constituents. We'll be with you every step of the way.

Available Services

From technical build and implementation to marketing strategy, creative, and web design, our

team of experts has you covered.

AVAILABLE SERVICES [2]

Our Approach

Our team approach to CRM includes four distinct phases that can occur separately or in tandem with one another, depending on your needs.

OUR APPROACH [3]

Enablement & Training

Proper training and enablement will be key to the success of your implementation, and we're ready to help you with best practices for both.

RESOURCES [4]

Meet the Team

Our team of experts shares years of experience in higher education AND in technical builds, marketing, digital engagement, creative services, web design and more.

OUR TEAM [5]

Frequently Asked Questions

Looking for details about how our team can assist you? Learn more about how we can help.

FAQs [6]

Groups audience:
CU CRM

Source URL: https://www.cu.edu/crm/overview

Links

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