

Systemwide Salesforce initiative ^[1]



April 30, 2015 by [Kim Egan](#) ^[2]

CU President Bruce Benson announces Salesforce initiative. Here's an excerpt from his letter:

CU is undertaking two important initiatives to improve its data. One is to move to a constituent relationship management (CRM) data platform across the CU system. It will be fed by our large databases and will give us a 360-degree view of our interactions with any constituent, each of whom will have a single, consolidated record. CRM will meet multiple needs for CU, giving our constituents consistency and greater ease of interacting with us.

Leadership on the campuses and at system have agreed on industry leader Salesforce as our CRM vendor. Two CRM projects are underway: academic advising on the Boulder campus and the systemwide eComm program (which engages our constituents through email, events and online communities). With these two projects we are building the technical infrastructure that will meet data needs of units across the system. It will take some time to build and grow the CRM. We have convened a systemwide governance group that will establish strategic direction and prioritize projects beyond advising and eComm. You will hear more from your campus about specific initiatives.

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[3]

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