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Projects [1]

The CRM team is currently supporting **four projects that span CU's four campuses**. A brief summary of current projects and activities is included below.

CU eComm

Founded in 2016, CU's eComm program offers **electronic communication and event management tools** to roughly 300 multi-campus users. eComm's Salesforce org contains over 1.5 million contacts sourced from Campus Solutions, HCM, and Advance. Each contact record contains over 500 unique data points that allow for audience segmentation and targeting including enrollment and education data, employment information, and standard bio/demo data. eComm's data is linked with Marketing Cloud for email-based outreach and management of email preferences from CAN-SPAM compliance to unit-specific categories. Event management is conducted via Cvent and generates millions of dollars for CU annually.

eCOMM WEBSITE [2] eCOMM RESOURCES [3]

Integrated Online Services (IOS)

The IOS Salesforce implementation provides **full pipeline visibility and processes from inquiry to enrollment for on online programs** at CU Anschutz, CU Denver, and UCCS, IOS allows recruiters and marketers to assess the effectiveness of lead generation and to develop engagement strategies that enable success. The CRM team is currently responsible for managing the technical implementation and supporting digital engagement efforts, coupled with robust marketing and creative services that generate an ever-growing lead pipeline.

IOS RESOURCES [4]

Procurement Service Center (PSC)

The Procurement Service Center (PSC) implemented Salesforce in June 2022 to support **ticketing services**. A high volume system office, the PSC serves all the procurement and supplier needs of the entire CU system. Salesforce allows staff to get out of managing thousands of weekly tickets via email, and instead use Salesforce Service Cloud to more efficiently process incoming tickets, including a self-help knowledge base, and efficient email-to-case processing. The PSC has kicked off work to implement a CTI tool over the coming months.

PSC RESOURCES [5]

UCCS Campus CRM

The CRM team supports campus-specific CRM efforts on the UCCS campus, where implementations of **Admissions Connect** and the **Student Support Network** enhance business operations and engagement throughout the pipeline. Admissions Connect specifically support pre-enrollment activities including an applicant community, application processing, digital engagement efforts (email and SMS), and integrations with critical CU source systems, among other features. The Student Support Network focuses on relationship management and engagement with enrolled students including support for academic advising, student success, retention, and overall outreach.

ADMISSIONS CONNECT RESOURCES [6]

SUPPORT NETWORK RESOURCES [5]

Groups audience:
CU CRM

Source URL:https://www.cu.edu/crm/current-state/projects

Links
[1] https://www.cu.edu/crm/current-state/projects [2] https://www.cu.edu/ecomm
[3] https://www.cu.edu/blog/ecomm-wiki/need-help-start-here [4] https://www.cu.edu/blog/system-cuonline/need-cu-online-help-start-here [5] https://www.cu.edu/ [6] https://www.cu.edu/blog/uccs-ar/training