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Available Services [1]

The CRM team provides expertise and insight in **five technical and strategic areas**.

Program Success

The Program Success team serves as the critical link between campus partners and the CRM team.

- Serving as a true partner in **development of innovative and meaningful solutions**, the team dives deep into **partner needs and requirements**, gaining a deep understanding of the nature of the business.
- Team members serve as **thought partners** with various campus counterparts, helping to **envision the future** and **translate business requirements into technical action**.
- The Program Success team also plays a key role in **work management and intake**, **roadmapping**, and **project planning**.

CRM implementations supported include:

- eComm
- Integrated Online Services (IOS)
- UCCS Campus CRM (Admissions Connect and Student Support Network)

Product Development & Delivery

The Product Development and Delivery team leads the way on technical implementations and enhancements.

- Providing expertise in Salefsorce and a variety of related products, the team supports **day-to-day business operations** and management.
- Able to work with both **out-of-the-box functionality** and to develop **innovative, custom solutions and business processes**, the Product Development and Delivery team brings customer visions to life.
- Working side by side with the UIS **integrations** team to ensure accurate **data flows and reporting**, the team also looks toward what's next with various CRM technologies to keep customers and their business **evolving with the ever-changing landscape**.

CRM implementations supported include:

- eComm
- Integrated Online Services (IOS)
- Procurement Service Center

- UCCS Campus CRM (Admissions Connect and Student Support Network)

Digital Engagement

The Digital Engagement team supports **constituent outreach via email and SMS**.

- Making critical Salesforce data actionable, the team develops **personalized, automations and journeys** at scale, ensuring that outreach is delivered to the right audience at the right time.
- Continuously evolving with the latest digital engagement technology, the team brings expertise in **Einstein AI**, **custom reporting**, **dynamic content**, **advanced personalization**, and **decision splits** all of which combine to allow for customized outreach in support of customer goals.
- Providing **day-to-day support for business operations** and **single sends**, the team ensures that the Marketing Cloud environment meets customer needs.

CRM implementations supported include:

- eComm
- Integrated Online Services (IOS)
- UCCS Campus CRM (Admissions Connect and Student Support Network)

Marketing

The Marketing Team serves as a **strategic partner** for campus online recruitment operations, providing critical **marketing and creative infrastructure** to campus partners.

- A team of seasoned creative professionals work together to create **comprehensive marketing campaigns and outreach efforts** in tandem with campus partners and external vendors to support a **robust lead pipeline** for online education.
- Providing **market research and analysis**, **copywriting**, **digital media design**, **organic social strategy and support**, **SEO**, and **web content management**, the team collaborates with customers to create **multi-channel engagements** that are meaningful, effective, and tied to **data-based decision making and analysis**.

CRM implementations supported include:

- Integrated Online Services (IOS)

Training & Enablement

The Training and Enablement efforts on the CRM team provide a critical **link between technical deliverables and end users**, ensuring that **business processes** and **best practices** are documented and well understood.

- Providing both **new user onboarding services** and **ongoing user education**, the team recognizes that the CRM landscape is ever-evolving, and that user education is a cornerstone of any successful implementation.

- Whether customers choose of offer training on campus or receive services from UIS, the team provides insight on **training and enablement best practices**, **process review and assessment**, **communication strategies and planning**, and **ongoing needs assessment**.

CRM implementations supported include:

- eComm
- Integrated Online Services (IOS)
- UCCS Campus CRM (Admissions Connect and Student Support Network)

Groups audience:
CU CRM

Source URL:https://www.cu.edu/crm/overview/available-services

Links
[1] https://www.cu.edu/crm/overview/available-services