



A PARTNERSHIP FOR SUCCESS


Salesforce Managed Support in Action

CLIENT TORRENS UNIVERSITY

INDUSTRY HIGHER EDUCATION

DATE 2017 AND ONGOING



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Overview

Torrens University Australia was founded in 2014 with 165 students. Today it educates over 19,000 students from 124+ countries across their 3 providers - Torrens University Australia, Think Education and Media Design School. In 2020, Strategic Education Inc. became the new owner of Torrens University Australia. Together they have 100+ campus plus online programs with over 19K+ students globally.

Torrens University focuses on providing career-oriented education, and it offers programs in various fields such as business, design, health, education, and hospitality. The university aims to provide students with practical skills and knowledge that are relevant to the industry. They are globally recognized and ranked #11 in teaching quality for undergraduates along with being in the top 25 for online MBA courses.

Source: <https://universityreviews.com.au/australian-rankings/top-online-mba-programs/>

Challenge

Torrens University implemented Salesforce almost 13 years ago, and during that period, the platform underwent significant advancements. Many features evolved over time, leading to complexities in the original implementation and customizations. The performance suffered, causing users to face various issues, primarily related to hitting system limits.

Consequently, the system underwent a comprehensive re-architecture. Initially, a new Salesforce instance (CRM) was established exclusively for sales and marketing purposes. Subsequently, admissions were seamlessly transitioned to this new instance. This restructuring prompted multiple changes to existing business processes, the introduction of new processes, and the development of functionalities to support these alterations.

TechForce played a crucial role in facilitating Torrens University's efforts by providing efficient technical expertise and architectural guidance. Their contributions resulted in the delivering timely technical solutions within the project deadlines. Additionally, TechForce extended their support to other team members, further enhancing collaborative efforts. TechForce proactively continued support to manage business as usual and other projects at Torrens University.



Objectives

Choosing a dependable and efficient managed support partner was paramount for Torrens University, as the team heavily depended on them to enhance the success and efficiency of business processes via Salesforce as a CRM. Among the essential considerations were:

- Salesforce expertise
- Proven track record in the education sector
- Clearly defined SLAs
- Scalability of resources and flexible support agreements
- Security and compliance (Torrens University is SOX compliant)
- Effective communication and collaboration
- Integration capabilities
- Cost transparency
- Customer satisfaction references



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Solution

After thorough consideration of all the factors, TechForce was brought on board as Torrens University's Salesforce managed support partner in 2017. TechForce's senior team evaluated the current solutions and business obstacles, proposing a simplified, forward-thinking, and scalable integration design. Not only did the TechForce team successfully implement the integration within the specified timeline and budget, but they also facilitated seamless information flow within business processes, resulting in enhanced productivity. Proactively, TechForce continued to provide support for ongoing operations and other projects at Torrens University.

Some key projects that TechForce has successfully completed within Torrens University in the last 7 years are highlighted below:



1. CRM admissions deployment

This significant implementation followed the Lego Blue project and served as a crucial precursor to Torrens University's upcoming new Student Information System (SIS) implementation initiative.



2. Migration of data and processes from the legacy system to both CRM and SIS.

TechForce served as a subject matter expert (SME), contributing valuable insights into existing processes. Their role involved meticulously transferring these processes to facilitate a seamless migration to both CRM and SIS. Additionally TechForce provided guidance on steps necessary for transferring data from the legacy system to the new systems. TechForce played a critical role in the dynamic development of offer letters, meeting complex business requirements with precision.



3. Sandbox Refresh for banner upgrade project

Execution of a Salesforce sandbox environment refresh to support Torrens University's banner upgrade project. Overcame the complexities such as masking real student email IDs, resetting integration user credentials, and replacing static IDs etc. Completed the refresh without any hindrances and within a challenging timeframe.



4. Single opportunity project

Redesigned the solution to align with evolving business strategies and enhance user experience. Addressed challenges related to impact on the legacy data, providing a solution to manage it and handle edge case scenarios.



5. Legacy data cleanup

Conducted extensive work to identify and merge correct duplicate records, eliminating unnecessary data from the system. This has significantly contributed to freeing up storage space, preventing overutilization and ensuring critical data preservation during the cleanup process. Meticulous efforts were made to avoid any loss of crucial information during the cleanup process.





6. Seamless integration between CRM & external systems

These integrations include partnerships with the Virtual Events Platform, Open Universities Australia, Sitecore, StudyLink, RPA & Marking Cloud and others, enhancing the overall functionality and connectivity of the CRM.

After 7 years, TechForce Services remains an integral component of the Torrens University IT team. We actively contribute to their IT roadmap, exploring how Salesforce solutions can seamlessly integrate with other aspects of their IT landscape. Our involvement extends to new project implementations, resolving business-as-usual (BAU) tickets, extending on existing salesforce functionalities as part of business change requests and conducting quality assurance (QA) testing across multiple projects.

Ingredients for the successful alliance

- Operating within a flexible time and material (T&M) model.
- Seamless transitions between offshore and onshore arrangements.
- An onshore senior consultant as their long-term primary contact for any escalations at all times.
- Skilled Salesforce professionals adhering to stringent SLAs consistently.

The team size varies from 2 to 10 resources, depending on the number of ongoing projects. The success of our partnership is attributed to the open, flexible, and expertise-driven approach of our resources, solidifying our position as a reliable managed support CRM partner for Torrens University.



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