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CASE STUDY

How the **College of Law** made life easier for students and staff with **Salesforce**

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When the College of Law wanted to upgrade its student management system, implementing Salesforce was the obvious solution.

Onboarding students can be a costly and time-consuming process for education providers.

From managing applications to conducting prerequisite checks, processing fee payments and handling student communications, the administrative effort involved is significant.

Also students want as smooth an experience as possible, so it's in everyone's interests to optimise the process.

The College of Law, a Sydney provider of legal education, is one such institution that found itself grappling with this challenge.

COLLEGE OF LAW

Challenges

The College's classes primarily take place online, making it especially important to optimise the remote management of student data, says Kunal Kansara, Director of Technology & Information Services (Systems).

> "We previously used a student management system called Pepi, a custom-built solution that was developed in-house,"
>
> he says.

> "There were lots of issues with the turnaround time to onboard students. It was old, it was clunky, and it wasn't doing the job we wanted it to do."

Another issue was the system's need for manual processing of credit card payments during enrolment.

> "If a student opted to pay by credit card, we would

send a form by email, which we would then print out and process manually,"
Kansara says.

> "There was the issue of privacy when storing sensitive data, and there was no central repository for all the information."

As well as recognising the need to improve the way things worked, the College also identified a skill gap within its IT department.

> "We were limited from an IT resource perspective,"
Kansara says.

It was time to bring in the experts, and introduce a new student management system capable of handling huge reams of data and freeing staff from hours of unnecessary admin.

Solutions

The College turned to Salesforce consulting partner TechForce Services for a solution.

> "TechForce bridged the gap between our internal IT team and the skill set that we lacked around Salesforce development," *Kansara says.*

The first component of the project was to rejig the online enrolment form and integrate Salesforce with Canvas, the College's existing learning management system, as well as getting it to work with its ecommerce system and student identity platform.

The entire process was streamlined: when a student makes an application, the College's enrolment office checks their prerequisites, the student's enrolment is finalised, and the system triggers an automatic confirmation of enrolment.

Concerns around credit card privacy and data management have also been resolved with the implementation of a payment portal via SiteCore.

Rather than a manually sent email, students now receive an automated email message prompting them to visit a secure site to make payments. A payment deadline has also been introduced, adding an extra layer of security.

Kansara says the College has already reaped the benefits of TechForce's intervention.

> "A day's work from the student services team to bring a new student on board has probably been cut down to probably 10 to 15 minutes," he says.

> "That's a big win for us."

"The security and the compliance that comes with payment automation – we didn't have that before. Continuous improvements to our websites, enrolments and integrations make for a quicker turnaround, less administration work and more automation."

Moving to Salesforce also smoothed the way for the college to expand into the UK market as COLP UK, allowing the same systems to be used in both markets.

And the wins extend beyond the College's internal operations.

"It helps to build the College's reputation in the market," *Kansara says.*

"Now, when a student comes to us, they can feel assured their data is secure and nothing will be compromised."

Andrew Cooper, the previous Director of Technology & Information Systems (Systems) at the College, agrees with this appraisal.

"We've had some great outcomes from our association with TechForce," he says.

"We were able to build for the UK market in a smart way and make decisions that saves us money, time and effort.

"We were able to open on the day we said we would open and have Salesforce ready to take enrolments."

![TechForce Services logo]

Future

Kansara sees potential for further integration with the possibilities offered by Salesforce.

> "Salesforce is one of the biggest CRM platforms, but we haven't been utilising it as one," he says.

Although still in the works, the plan is to build a new instance of Salesforce as a CRM that will be built up over time. The College's subscription platform, customer portal and more will then be rolled in over time.

> "The whole ecosystem will sit on the Salesforce platform," *Kansara says.*

By capturing all the essential information, ensuring a high level of privacy and automating the entire process, Salesforce has enabled the College to put more of its technical and human resources into what matters most – providing a quality education to its students.

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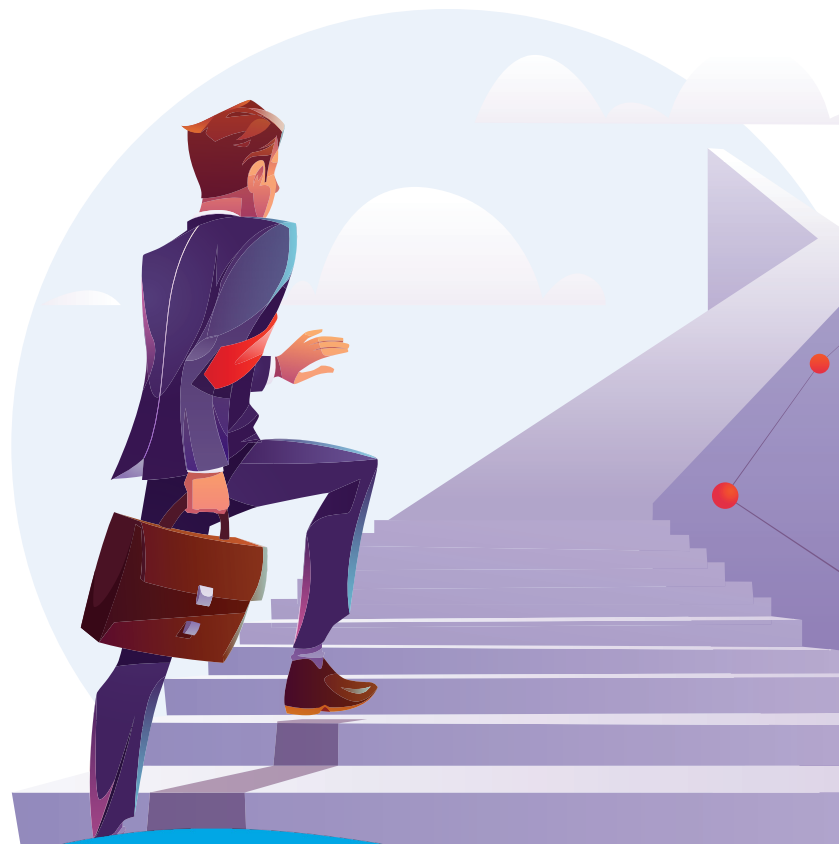
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