

# Higher Education Case Study



# SHERBROOKE UNIVERSITY.

## CENTRALIZING STUDENT REGISTRATION PROCESS AND DATA FOR BETTER ALIGNED INITIATIVES.

### ● ABOUT THE CUSTOMER.

Located in Canada, in the Province of Quebec, the Université de Sherbrooke is a French-speaking institution that offers you the opportunity to benefit from an academic education that is recognized and valued around the world. The Université de Sherbrooke is host to more than 31 000 students and another 10 000 who are registered at the University of the Third Age. Currently, more than 1600 foreign students from 88 countries worldwide attend the Université de Sherbrooke. Carried by the four major values anchored in its DNA, the Université de Sherbrooke (UdeS) is committed to working with its communities to train responsible citizens who change the world.

### ● CHALLENGE AND BUSINESS PAIN POINTS.

Over the past years, the UdeS launched its Veo project aimed at replacing most of their IT systems with more technologically up-to-date solutions and redefine their various business processes while providing them with a much greater capacity for evolution.

A total of 12 initiatives were identified and implemented to successfully complete this technological overhaul.

Among the main projects of this overhaul was the implementation of an open-source CRM application with the goal of replacing the existing obsolete student file management system and centralizing all their student data in one place, as well as optimizing the student registration process.

Having such a wide array of students from all over the world, Université de Sherbrooke wanted to find a way to streamline their student registrations to allow for a 360-degree view and easier follow-up. They needed to limit data segregation and disparate systems to ensure a complete understanding of their data, as well as student pain points or user experience issues.

They also saw a need for the automation of many non-value-added tasks along the student registration journey.

Finally, they wanted to ensure that the tool was developed and designed with future upgrades and the sustainability of the solution in mind.

## RESULTS AND BUSINESS IMPACT

### 360 VIEW

of students' data and  
registrations process

### COMPLETE ALIGNMENT

of over 1000+ users of  
the CRM software

### TIME-SAVING

with precise automation of  
menial non-value-added tasks

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## SOLUTION.

- **Optimized application** to perform daily tasks which improved employees' work and substantially reduce non-value-added tasks
- **Replacement of existing and outdated systems:** 30 modules, 50 views, and 100 relationships that have been implemented between key information components, including student records, application, student application, student pathway, document management, and student record annotation.
- **Redesigned data structure** to incorporate it into the CRM system
- **Complete student registration process** from document requests, note taking on student records, class management, student workflows, automatic trigger and reminders, and much more.
- **User adoption and training** of the tool and alignment of over 1000+ users through expert **user experience and interface**.
- **Custom design of non-native applications** to fully fulfill the needs and requirements of UdeS, for improved usability.
- Implementation of **best practices in CRM** and **user adoption**
- **Dashboards** are set up according to the client's needs and standards.
- **Long-term sustainability of the solution:** CRM was designed with future and continuous upgrades of the solution in mind.
- **Data security:** defined and instantiated the requirements for security groups and visibility management of records, for complete security.
- **Branded interface:** including default views, font size and format, color palette, and navigation button behavior.

## CONCLUSION.

By implementing a more modern CRM tool, Université de Sherbrooke was able to modernize and re-align its student experience through a student-centric approach.

It also enabled Université de Sherbrooke to better align and streamline internal processes, allowing their staff to focus on providing the best student experience expected from their state-of-the-art university.