



Bryant & Stratton College
Buffalo, NY
www.bryantstratton.edu

Industry:

Education & Research

Annual Revenue:

US\$80 million

Employees:

1,800

Oracle Products & Services:

Oracle CRM On Demand
Oracle Financials
Oracle Database

“To maintain our competitive differentiator—the personal attention we offer students and prospective students—we need a system that provides our recruiting and marketing teams with quick access to student data and the ability to track and analyze outreach and campaign effectiveness. Oracle CRM On Demand does all this—and it is easy-to-use and fast to implement.” – John Grieco, IT Director, Bryant & Stratton College

Bryant & Stratton College Delivers a Personalized Experience with Customer Relationship Management

Bryant & Stratton College is a private career college operating 16 campuses in New York, Ohio, Virginia, and Wisconsin. For over 150 years, Bryant & Stratton has been helping students develop the meaningful career skills they need to succeed in an increasingly competitive marketplace. Bryant & Stratton takes pride in its personal touch.

Challenges

- Improve campaign tracking and reporting
- Standardize and share best practices across multiple campuses
- Manage the complete customer life-cycle—from marketing to recruitment to enrollment to graduation—in one view
- Target marketing campaigns more effectively
- Maximize agent efficiency during high volume registration periods

Solution

- Implemented Oracle CRM On Demand to fully manage the critical, detailed information for 1 million potential and existing students to deliver a highly personalized experience from recruitment to graduation, and throughout lifelong learning
- Delivered easy-to-use systems that allows agents to view data from all 16 campuses in one location
- Revealed key trends in campaign effectiveness that ultimately help the college better target students that will succeed on its campuses and reduce cost per application
- Integrated Oracle CRM On Demand with the college’s student information system, eliminating duplicate data entry and saving 16 campus office coordinators two hours to four hours per day during peak enrollment periods
- Reduced data entry by up to 50% during peak recruiting periods by establishing preferences to automatically fill in consistent fields such as recruiting event, graduation date, or representative
- Maximized IT efficiency and spread best practices by unifying all campuses on a single system
- Completed the implementation in three months and provided a reliable system with back up and disaster recovery with Oracle CRM On Demand and Oracle Database