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Oracle CRM for Clearing

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Clearing at LJMU

- Website publicises latest vacancies
 - Call Centre
 - 60 operators for Clearing hotline
0500 564 565 and 7 supervisors
 - 10 operators for Confirmation line
0151 231 5090 and 1 supervisor
 - Applicants enquire by telephone and email
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How things were...

Paper based system


- Prone to human error
- Not capturing all relevant information
- Caller often not given enough information to make decision
- No flexibility with changes throughout the day
- Easy to lose information
- Manual course list

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The solution

Scripting through Oracle CRM

- User prompts
 - Drop down lists
 - Course search
 - Changes applied immediately
 - No paper
 - Record of all transactions and decisions
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 liverpool
JMU

The hub



1

My name is <your name> and you are through to the 'Liverpool John Moores University Clearing Hotline'.

Can I take your name please?

Are you interested in a Course Vacancy, or are you already holding a Conditional Offer at LJMU?

Vacancy or Applied Before:

1

Please confirm the following qualifications are correct.

Qualification : GCE A Level, Grade : B , Subject :Business Studies

Qualification : , Grade : , Subject :

Qualification : , Grade : , Subject :

Qualification : , Grade : , Subject :

Qualification : , Grade : , Subject :

Other Qualification :

Confirm Qualification ?

- select one -
- select one -
Yes
No

Continue

7: Address

- p_address1
2ND FLOOR
- p_address2
JMU TOWER
- p_address3
- p_address4
- p_city
LIVERPOOL
- p_county
Merseyside
- p_postcode
L3 8PY
- p_phone_area_code
0151
- p_phone_number
2315641
- p_mobile_number
- p_email_address

8: UCAS ID

- p_ucasid


9: Qualification 1

- p_qualification1
GCE A Level
- p_qual_subject1
Business Studies
- p_grade1
B
- p_more_qualification
No

10: Other Qualifications

- p_qualification_note

Admissions

- Email is sent real time to faculty admissions staff
 - Data is sent to LJMU student system and informs UCAS
 - UCAS correspondence sent to successful applicants
 - Student confirms attendance and enrolment records are created
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Benefits

- 90% of admissions decisions made immediately
 - Conversion improved
 - Consistent customer service
 - Reduction in errors
 - Real time reporting throughout the process
 - Easy to train and implement
 - Clearing open day attendance up 100%
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