



ENGAGE CRM UK

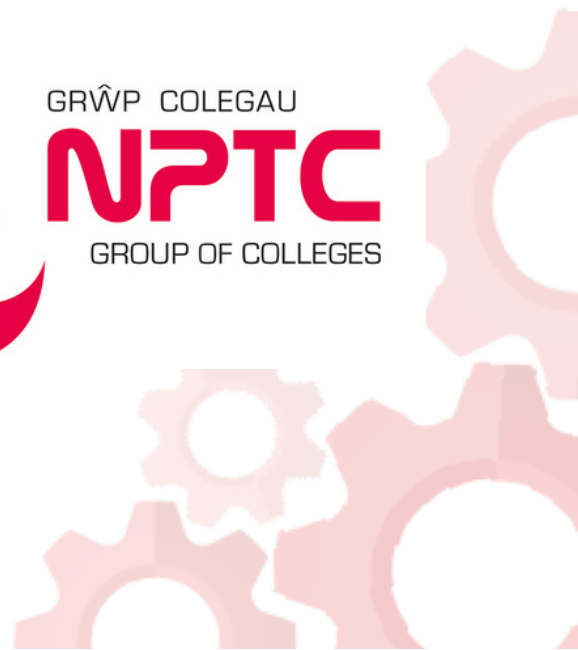
# CASE STUDY

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// NEATH PORT TALBOT  
GROUP OF COLLEGES



GRŴP COLEGAU  
**NPTC**  
GROUP OF COLLEGES



# NPTC Group Of Colleges Case Study

## At a glance

EngageCRM UK has been working with the Business Development Unit at NPTC to deliver a dynamic CRM system for the team to centralise multiple data streams and log incoming Calls, Tasks, Proposals and Course Management.

The Business Development Unit is responsible for all Calls into the college and they needed a simple to use system that would allow users to quickly log calls and set Tasks for staff in multiple departments.

Read the full case study [here!](#)

## Key Metrics



**250+**

Active Users across 37 departments.



**20K+**

Customer interactions with calls and enquiries followed up.



**£300K**

Sales increase in the first 2 years



**8/10**

Average User Response  
User Survey in 2021



[www.engagecrm.co.uk](http://www.engagecrm.co.uk)



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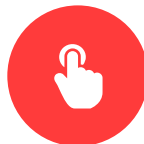


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## KEY CHALLENGES FACED

- **Multiple data streams with different processes**
- **Existing CRM migration (Dynamics)**
- **Course Administration and attendee management**
- **Inbound Enquiries and Task Management**
- **Multiple Departments and users with different controlled access**
- **Email marketing, invites and surveys**

## SOME IMPLEMENTED SOLUTIONS



**Webforms,  
Calls and Task  
Management**



**Products,  
Proposals &  
Sales Pipeline**



**Course Schedule  
Attendance log  
Invites & Surveys**

## BENEFITS

- 1 Everyone is Included**  
Every team and member of staff have access to the CRM
- 2 Cross Department Task Management**  
Departments can set Tasks for each other with notications
- 3 Call Integration**  
Inbound calls synced with Azure & Teams auto logged in CRM
- 4 Sales Growth in 24 months**  
CRM helped towards an increase of sales by £300k
- 5 Course and Attendee Management**  
CRM Courses has helped organise and streamline processes

## What NPTC had to say...

*We have organised all our processes using the CRM system, having gone from utilising multiple spreadsheets of data into one central database with full support throughout. The team at EngageCRM are friendly, knowledgeable and always trying to help us find new and innovative ways of making our working day easier."*

**- Jayne Jones, Business Development Manager, NPTC**