



ENGAGE CRM UK

CASE STUDY

OXFORD
BROOKES
BUSINESS
SCHOOL

OXFORD
BROOKES
UNIVERSITY

// OXFORD BROOKES UNIVERSITY

Oxford Brookes University Case Study


At a glance

We have been working with Oxford Brookes Business School since 2010, delivering a centralised CRM solution for Contact Management and email marketing subscriptions bringing together the team's communications with employers and learners.

In 2017 we implemented upgrades for the WAVES team. Providing a bespoke solution for their job placement processes, including employer and learner onboarding with full access via portal.

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

Key Metrics


 **140+**
Active Users within 4 departments across the Business School

 **336K+**
Marketing Emails Sent including campaigns and newsletters

 **450+**
Job Placements secured


 **1,000+**
Event attendees
Synced with EventBrite



 www.engagecrm.co.uk

 01793 236246

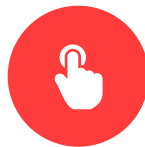
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KEY CHALLENGES FACED

- **Integrating multiple streams to centralise and store data**
- **Event Management and attendees**
- **Email Marketing Campaigns and internal grouping**
- **Learner and Job Placements**
- **Learner Portal Onboarding**
- **Multiple departments and groups. User permission.**

SOME IMPLEMENTED SOLUTIONS



**GDPR Compliant
Contact
Management**



**Email
Marketing
Campaigns**



**Job Placements
& Learner
Portal**

BENEFITS

- 1 GDPR Compliant Contact Data**
Centralised CRM with GDPR processes for compliance
- 2 Templates & Campaign Manager**
Flexible template builder and email tracking
- 3 Subscription Preference Centre**
Automated solution for Contacts subscribing to newsletter lists
- 4 Job Placements and Learner Portal**
Learners, employers and job placement management
- 5 Event & Attendee Management**
Synced with EventBrite - bringing all event and attendee info

About Engage CRM!

Since 2010, Engage CRM have worked with organisations of all shapes & sizes within many different industries. Our aim is to provide high quality customised solutions using Open Source software. We evaluate every client's initial requirements and produce a personalised start solution and implementation plan based on organisation priorities.