



About

Arizona State University is a comprehensive public research university, measured not by whom it excludes, but rather by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.

Arizona State University has embarked on an enterprise-wide roll out of Salesforce as our Constituent Relationship Management (CRM) system. With Sierra-Cedar as our consulting partner, ASU has, in a relatively short amount of time, enabled graduate student recruitment across several disciplines with integrated knowledge-base articles and case management.

Roger Lurie

Exec. Dir. of Information Systems Development

Corporate Headquarters:

Tempe, Arizona

www.asu.edu

Industry:

Higher Education

Technology:

Salesforce.com: Sales Cloud, Marketing Cloud, Service Cloud, and the Force.com Platform.

About Sierra-Cedar

Sierra-Cedar delivers industry-focused client success by providing consulting, technical, and managed services for the deployment, management, and optimization of next-generation applications and technology.

www.Sierra-Cedar.com

Background

Arizona State University is pursuing an ambitious, progressive vision to create “The New American University” to serve the needs of a projected 95,000 students by the year 2020. Sierra-Cedar has helped Arizona State University to plan and begin the execution of an enterprise-wide constituent relationship management system implementation leveraging the Salesforce platform.

Sierra-Cedar has served as a trusted advisor to ASU since 2007 when it was selected to implement and host the University’s PeopleSoft applications. Sierra-Cedar also has performed upgrades via its upgrade lab.

Challenges

Prior to the implementation, ASU was faced with the following challenges:

- Disparate systems of record with no central view of each student
- Multiple systems for student service causing constituent frustration
- No central view into constituent communication
- Lack of visibility into all institution touch points with a constituent

ASU’s goal is to provide transparency, tracking, and insight into all student activities from recruitment, student service, and success through alumni and constituent relations—a 360-degree view of every constituent.

Solution

Initially, Sierra-Cedar worked with the Graduate Recruitment Office to implement the Salesforce Sales Cloud to support the graduate recruitment process across its different colleges. Next, the ASU/Sierra-Cedar team implemented the Salesforce Service Cloud, providing a single case management and knowledge base tool with a consolidated view of student service and institutional touchpoints for each student for use across distributed departments. Students can now access context-sensitive and population-specific help for multiple departments from one location and submit cases through the use of Salesforce Communities.

In parallel, Sierra-Cedar has facilitated the implementation of the replacement of the current marketing system used by ASU’s Advancement team that will leverage Salesforce communities for online donations, as well as ExactTarget for marketing communications.

In the near future, Sierra-Cedar will be assisting ASU with the following:

- Migrating its current CRM for undergraduate recruitment to Salesforce to improve the 360° view of the lifecycle of a student
- Growing the use of ExactTarget in the ASU community
- Growing the use of Communities for the constituent populations
- Growing the use of Salesforce to handle outreach and corporate constituents