



Quick Stats

- ▶ **Ability to have a group of staff trained on CRM was invaluable**
- ▶ **Understand the ins and outs of the product prior to going live**
- 16,719 undergraduate students; 4,288 graduate students
- Ten colleges and schools within the university
- Mission: "To provide high quality educational experiences while pursuing new knowledge through research, artistic expression, and interdisciplinary and engaged scholarship."

Challenge

Founded in 1912, the University of Memphis is fully accredited by the Commission on Colleges of the Southern Association of Colleges and Schools. With more than 21,000 students, the university offers degrees in more than 50 majors and 70 concentrations.

After purchasing Connect, Hobsons' CRM, staff members at the university realized they needed some extra assistance to learn about their new product and become accustomed with the ins and outs of the system.

"We were using an enrollment management system that was robust prior to Connect, and there is always a concern from staff of learning a new system in a quick time frame once going live," said Kate Howard, assistant director of recruitment and orientation. "Also, we had some concerns about being trained before the new product was implemented. We didn't want to run the systems simultaneously, but we wanted to feel completely comfortable with the new system before making the switch."

Solution

To help learn about their new product, staff members decided to purchase Training Services. Training Services, provided through EMT, brings a professional product trainer on campus to make new clients experts on the product in a short amount of time. Through best practices, instruction, and motivation of staff, Hobsons' professional training services lay the foundation of knowledge for EMT's products to be successful on a daily basis.

Howard said the University of Memphis staff, "felt strongly about being trained on the product before using it...so we knew exactly what we were doing before we started."

Other benefits staff saw from Training Services included:

- How they were prepared for what the system looked like
- Knowing and having familiarity with the system before the on-site implementation
- Knowing the jargon of Connect and knowing what things looked
- Ability to "play around with it" before data was in the system

 **It was a great overview to help [staff] get started and learn more about the system.**

- Kate Howard,
Assistant Director of Recruitment and Orientation

Results

Since purchasing Training Services, Howard says that, "it was a good time saver as we had so much and so many plans that we wanted to do while the implementation specialist was here [the following week]. It was helpful to have that lead-in to be familiar with where we were with everything."

Getting comfortable with the system through Training Services, as well as having the ability to train more than one person at a time, were additional benefits staff members noticed.

"It was the only time I could have my entire staff there," Howard said. "It was a great overview to help them get started and learn more about the system instead of just having key players like in the implementation process."

Howard said that utilizing Training Services is great for someone that has not been using a sophisticated system or who doesn't have the background knowledge.

"[Using Training Services] is a good captive way to have your entire staff available for a shorter period of time to go over what they are going to be doing," she said.

About Hobsons

Headquartered in Cincinnati, OH, Hobsons supports education professionals in the preparation, recruitment, management, and advancement of students. With secondary school solutions, integrated marketing tools, enrollment management technology, and retention solutions, Hobsons provides innovative solutions that make it easy to help students make the best decisions throughout the entire education lifecycle.