



Quick Stats

► **Without Managed Implementation, staff say implementing would have taken at least twice as long**

- Ranked 22nd among the nation's public universities and 61st among all universities according to *U.S. News & World Report*
- 40,090 students attend the West Lafayette campus
- Mission: "To fulfill our goals as a learning community, we insist that the objectives of student learning are not compromised."

Challenge

Founded in 1869 and named after benefactor John Purdue, Purdue University is one of the nation's leading research institutions. Accredited by the Higher Learning Commission, the university offers more than 200 majors for undergraduates and more than 70 master's and doctoral programs for graduate students.

Staff at Purdue University purchased Hobsons' CRM, EMT Connect, but struggled with the next step. They had a need to learn the product and get it implemented on campus quickly, but realized they couldn't do it themselves.

Mitch Warren, senior associate director, said that, "the lack of sufficient time on our part to investigate all of the options, make the correct assumptions, and then implement it," was their biggest concern.

Solution

In order to combat this concern, Warren and his staff at Purdue University turned to Managed Implementation, a professional service offered through Hobsons that would allow for a dedicated implementation specialist to spend a week on-site implementing their new CRM and ensuring that Purdue got off on the right foot.

Warren said that using Managed Implementation was overwhelming, but at the same time it was comforting to have their implementation specialist on campus because he knew so much more about the product than his staff did.

"It was great to have an on-site expert who knows the Hobsons systems so well and who understands what we do," he said. Additionally, using Managed Implementation allowed for Purdue's on-campus user group to learn the system together at one time, rather than coordinating schedules for a large group separately.

Some of the topics staff learned and covered during their Managed Implementation included:

- How to write and define filters
- How to use the attributes that were available and which ones were available for creation
- How to set up communication plans and user roles
- How to use the CRM on a broad and detailed level

Without Managed Implementation,
we likely would have been trying to implement via internal meetings, phone calls, and webinars, and it would have been a much less efficient process.

- Mitch Warren,
Senior Associate Director, Purdue University

"We learned how the system could support our existing processes while helping us to work smarter," Warren said. Additionally, the staff was able to share ideas with their implementation specialist and in turn, he was able to guide the staff in the direction they wanted to take with their new CRM.

Results

Because staff at Purdue University chose to implement EMT Connect with Managed Implementation, they saved a significant amount of time.

"If we had to have conference calls and webinars and meetings, it would have taken much, much longer to implement," Warren said. "It would have taken at least twice as long had we done it on our own and I'm not sure we would have had the same results. We might not have been able to ask the right questions or know about the functionality available. Having someone from Hobsons on-site to clarify was especially helpful."

From the beginning of the sales process to implementation, the Purdue staff was on a very tight schedule and deadline. Without the Managed Implementation service provided, Warren says he doesn't think they could have done it any other way and still have gone live when they needed to.

"If we hadn't gone live when we did, it would have severely impacted our ability to do our work during a very busy time in the undergraduate recruitment process," he added.

Additional benefits that the staff saw in working with an on-site implementation specialist included:

- Received immediate feedback to questions
- Quick contact with developers at Hobsons to get changes made within the hour or next day to move on with the implementation
- The implementation specialist posed questions and issues from a policy standpoint while assisting with technical answers



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.