

International Sporting Solutions

Sporting and athletic university applications



Case Study



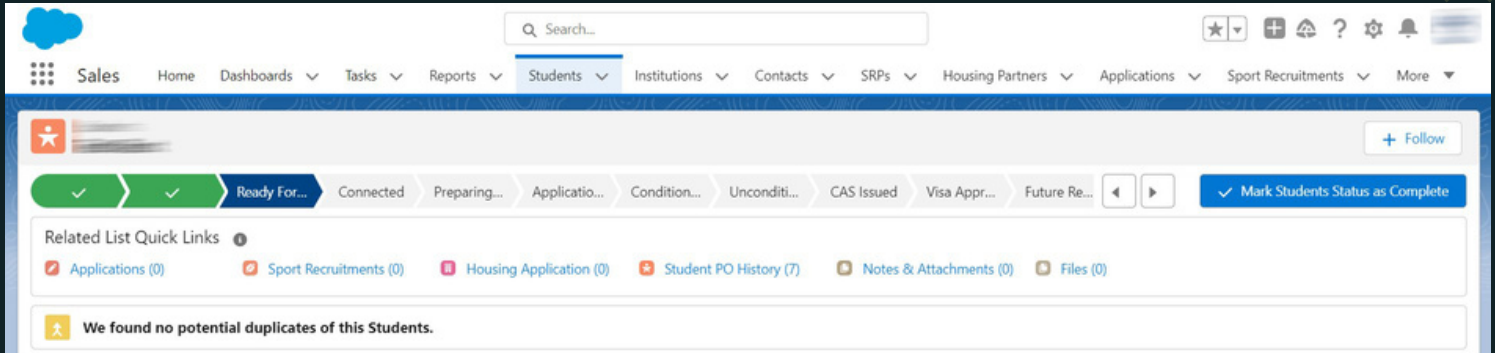
2023

ISSL is a company helping international student-athletes study and play sports at a university in the UK.

 LONCOM
CONSULTING

CRM

salesforce



As a service provider, ISSL is using a Client Relationship Management (CRM) platform to handle their enquiries and process students allowing them to manage the whole business from one centralised place. Their chosen platform is Salesforce, one of the leading and most widely used CRM platforms in the world, but as every business is unique in its own way, their platform needed development to be suited to their exact needs and internal processes.

Loncom used ISSL's Salesforce CRM to create a bespoke environment for the company's operations, maintained the system and trained to users on how to use it.



Average of 310 automations happen on daily basis



35 external integrations into the CRM including lead capture and B2B API connections



Sales conversion have increased by 23% since systems upgrade



Business is monitored from 214 different reports and 11 dashboards



Insights

Challenges

The company had a CRM system but was collecting irrelevant data resulting in lot of manual work and poor management reporting. In addition to potential sales losses the users of the system were becoming increasingly frustrated by inefficient processes. ISSL needed Loncom to revamp the systems and build in automations.

As with all changes made to a system we had to be careful to listen to the needs of the users and make the system very user-friendly, but efficient at the same time.

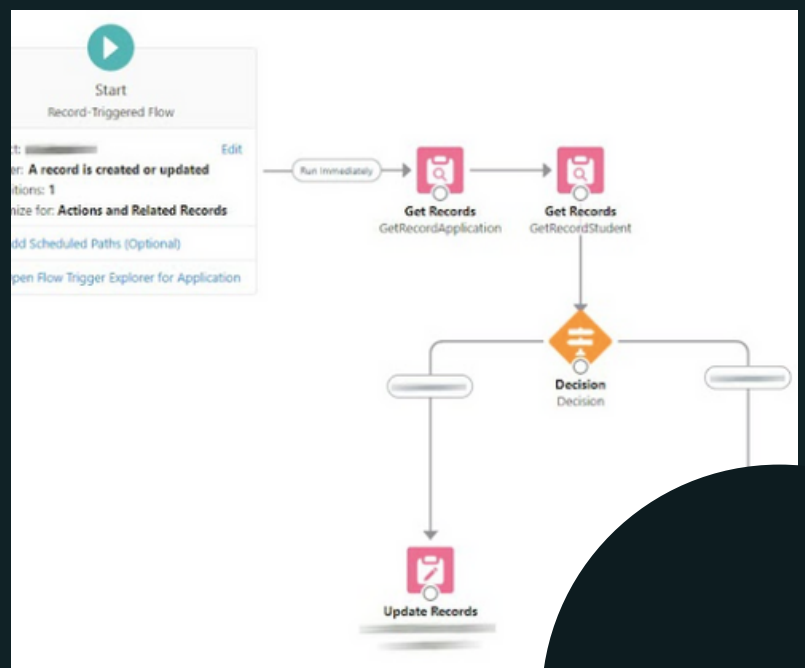
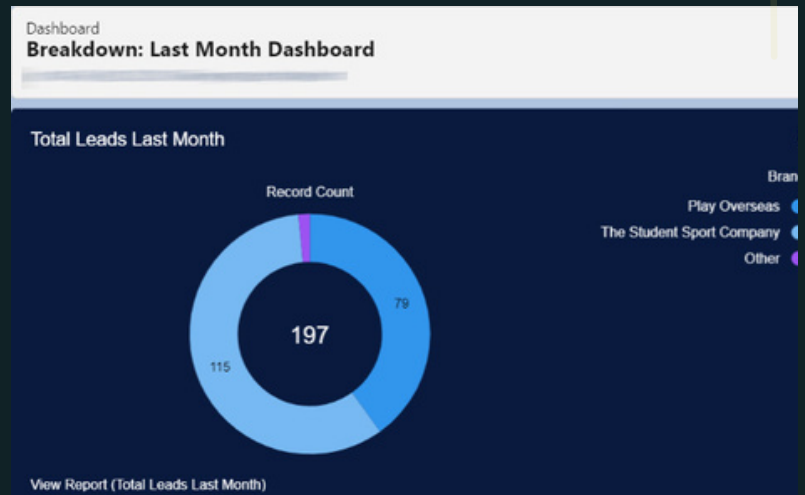
Solutions

The initial project focused on the data engineering of their Salesforce CRM to capture all the relevant information required for processing the students from enquiry to enrolment and allowing the reporting to manage the business more efficiently.

More data capturing fields were included, validations built in to avoid any irregularities, layouts designed for easy navigation and user-friendliness and connectivity with various objects in the systems were established allowing different reporting relevant to users respectively.

Automations were made to the client communication and internally to improve and remove errors from users' inputs but at the same time allowing them to save time on administrative tasks.

The last stage of the process was building the reporting on various areas of the business to allow the management to have better insights of the business. Reporting and dashboards were split per each department and then employees of the business allowing them easier management of day-to-day tasks and their responsibilities.



Data analytics | Digital Systems
eCommerce | CRM | ERP | PMS | Channel Manager



ISSL x Loncom

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