

# **CRM; drivers, strategy, impact & challenges in HE**

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# Key Drivers

- New Vice-Chancellor (arrived September 2004)
- Appointment of two Pro-Vice-Chancellors: with responsibility for international activity and business development
- Restructure of Faculties and Schools
- Appointment of Business Development Managers
- New Mission statement:

“We are a dynamic, enterprising and creative university committed to providing an excellent education enriched by our focus in applied research”



# Strategy

- Pro-Vice-Chancellor Business Development responsible for IT Services
- Top level commitment to Student Portal and Contact Management development
- The drive to raise awareness in the sector
- Increased emphasis on the development of multi-touch relationships with clients



# Impact

- Greater sharing of knowledge and expertise
- Reducing wasted effort
- Increasing likelihood of success
- Encourage cross faculty working
- Increased chance of meeting customer expectations
- Cultural change across the university



# Challenges

- Incentives
- Cultural challenges
- Resistance to change
- Limited knowledge of what a CRM can do to assist
- Academic freedom





# Thank you

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