ProEngage designed for further education colleges and training providers

ProEngage is a customer relationship management (CRM) system, designed for Further Education colleges and training providers. It's part of our Advanced Compass range of solutions and it's been developed in partnership with our customers.

This specialist tool manages interactions with employers and prospective students. It helps streamline admin and marketing processes, giving your staff the tools they need to create a professional image and demonstrate your commercial awareness to employers and students.

As HM Treasury is set to increase spending on apprenticeships to £2.2bn by 2019/20,

ProEngage helps you target employers so they can deliver courses specifically to apprentices, tapping into the significant pot of money marked for investing in apprenticeships.

Manage your communications

ProEngage allows your staff to record and analyse organisational data such as: sales, key personnel and roles. You can also:

> Manage enquiries, sales opportunities and complaints

> Create letters, send emails and record other communications

> Manage your workload by scheduling tasks to be completed

> Arrange and send email meeting requests to employer contacts

> Synchronise your contacts, tasks and meetings from Microsoft Outlook to manage everything within ProEngage.

> Add emails as new or repeated business into ProEngage from your Outlook inbox

> Report on enquiry response times, booking conversions and total income

> Generate sales pipeline reports to forecast future income

> Create your own custom management reports

By enabling the Task Module, you can save hours of time and improve your workflow by automating many of the daily admin tasks you have to do, including sending emails and producing management reports.

Client >
College of North West London

Sector >
Education

Project >
ProEngage

"Advanced has an excellent reputation across the sector and having multiple products from the same supplier means that our IT systems are more integrated, which saves us considerable amounts of time and therefore money."

Marc Jordan > Assistant Principal > College of North West London

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Continuously improve your training

Through ProEngage, you can ensure your training meets the employer's needs by carrying out a training needs analysis. Save time by using the web application to fill in the responses while with the employer.

You can also conduct your own employer satisfaction surveys to help you improve the quality of your training. Increase the number of survey responses by allowing employers to enter the survey results via the ProEngage Online Surveys webpage.

Run effective marketing campaigns

ProEngage lets you design marketing campaigns that effectively target employers and prospective students based on set criteria. This includes an organisation's business activity category, location or size.

You can co-ordinate bulk mailing campaigns by sending emails, letters and SMS messages directly from ProEngage. Use it's built in email tracker to check which prospects have opened your marketing emails. By adding tracked links to your emails, you can then determine each target's potential areas of interest for use in further targeted campaigns.

ProEngage also allows you to arrange marketing events and follow-up any leads generated from the event. You can then measure the entire success of your marketing campaign against specific business objectives, the amount of enquiries you receive and eventual business generated from the campaign.

Apprenticeship vacancies and work placements

ProEngage lets you manage apprenticeship vacancies and arrange work placements for students. Upload vacancies directly to the National Apprenticeship Vacancies website from within ProEngage and arrange interview for vacancy applicants via email.

To ensure employers are suitable for work placements, use public/employer liability certificates and schedule custom health and safety assessments that can be completed off-site via the ProEngage web application.

Using ProEngage with students

ProEngage can be transformed into a student CRM system by adding the student module.

With student data coming directly from ProSolution, our fully integrated student management information system, the student module helps to manage your relationships with potential, existing and past students. This allows you to target them directly through marketing campaigns.

Collecting student destination data is now a requirement for further education providers and this process is made easy through the ProEngage student destinations manager. Send links to students via emails or SMS, taking them to a customisable website where they can enter their destination directly into ProSolution.

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Options and facilities:

> Annual support and upgrades

> Training

> Work offline

> Separate training system

> Links to ProSolution, ProMonitor & ProAchieve ER Module

Client requirements:

> Windows operating system

> Core2 Duo or equivalent processor

> 4GB RAM

> 300 MB Hard Drive Space

Server requirements:

> Windows Server Operating System

> Quad Xeon or equivalent processor

> 8GB RAM

> 120GB hard drive space

> MS SQL Server 2008 minimum server

Web Server Requirements:

> Windows operating system

> Dual Xeon or equivalent processor

> 8GB RAM

> 50GB hard drive space

More information

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