

# Recruitment and Matching of students using SAP CRM and SAP SLcM



**Maastricht University**



**UNIVERSITY  
AMSTERDAM**

Divided into two presentations:

1. Personalized Lead Management
2. Matching expectations with SAP/SLcM

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- Founded in 1976
- 6 faculties (SBE, FHML, FPN, FASoS, FDR, FHS)
- Problem-Based Learning (PBL)
- 20.000 registered students
- >50% international students
- 45.000 alumni
- 3.800 employees (+/- 3.400 FTE)



# Project: Personalized Lead Management

**Planning & challenges**  
**Benefits**  
**Solutions**





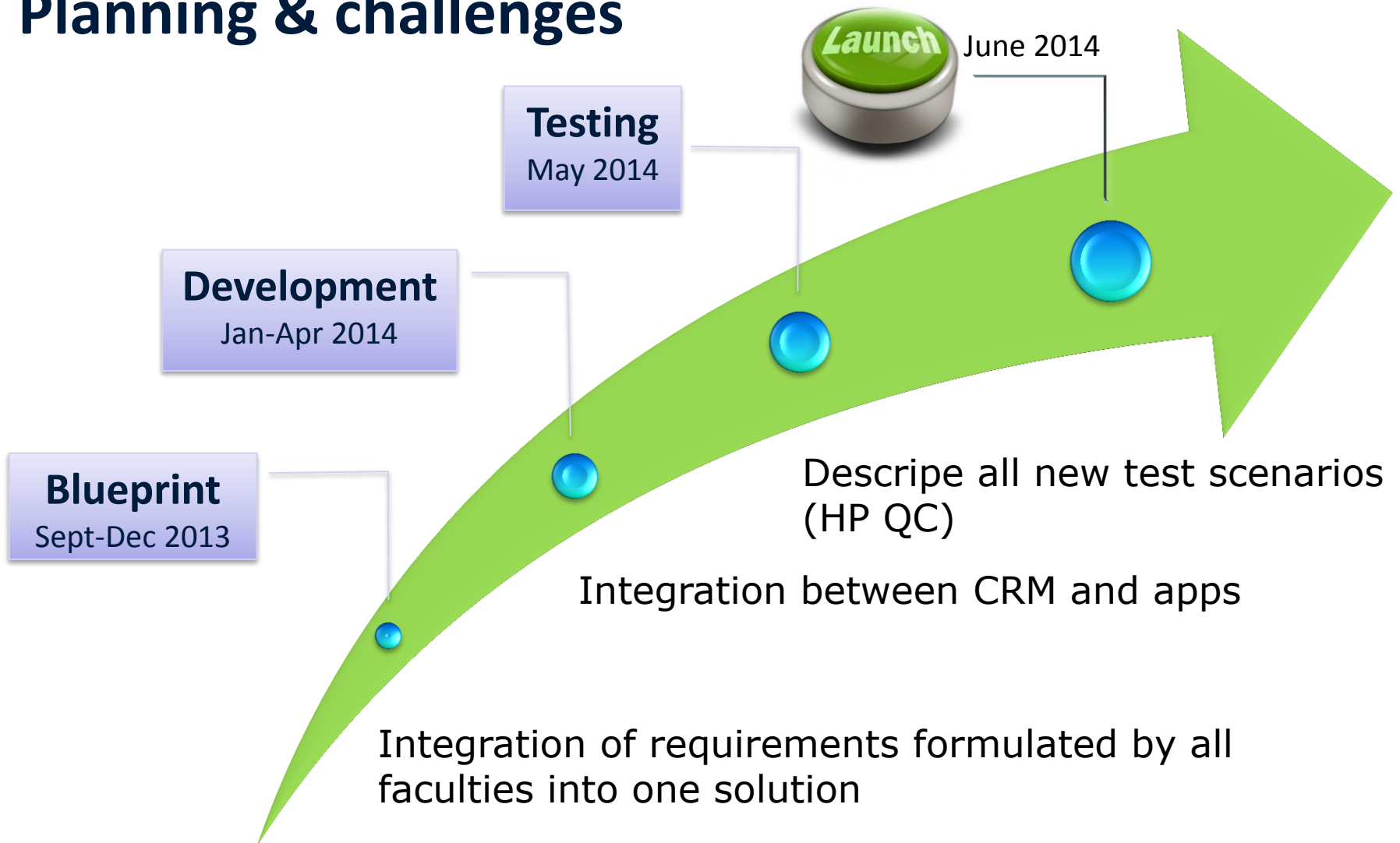
## What is a Lead?

Prospective student: an individual interested in programs offered by Maastricht University

## Personalized Lead Management

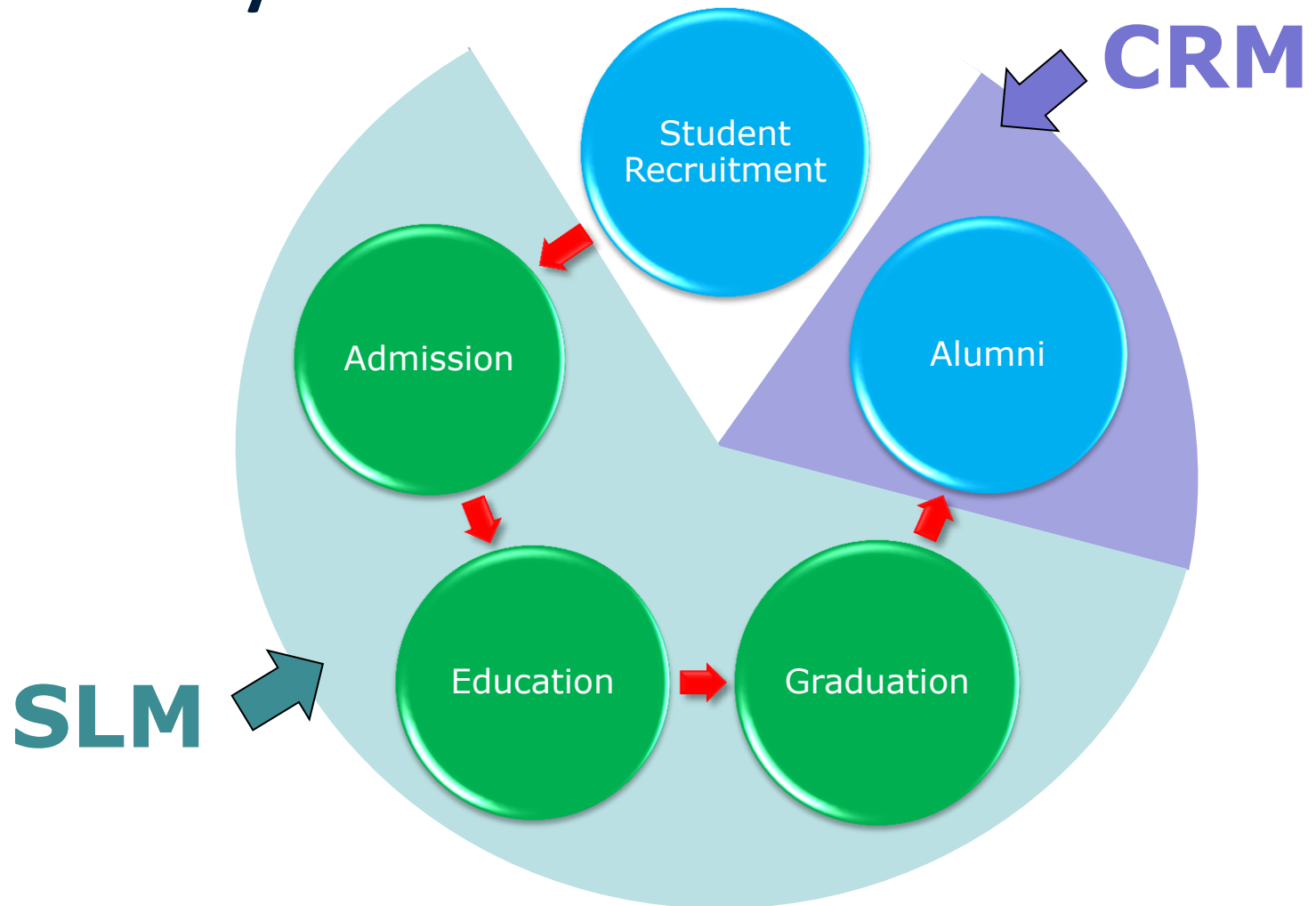
Register and track leads and provide personalized marketing campaigns

# Planning & challenges





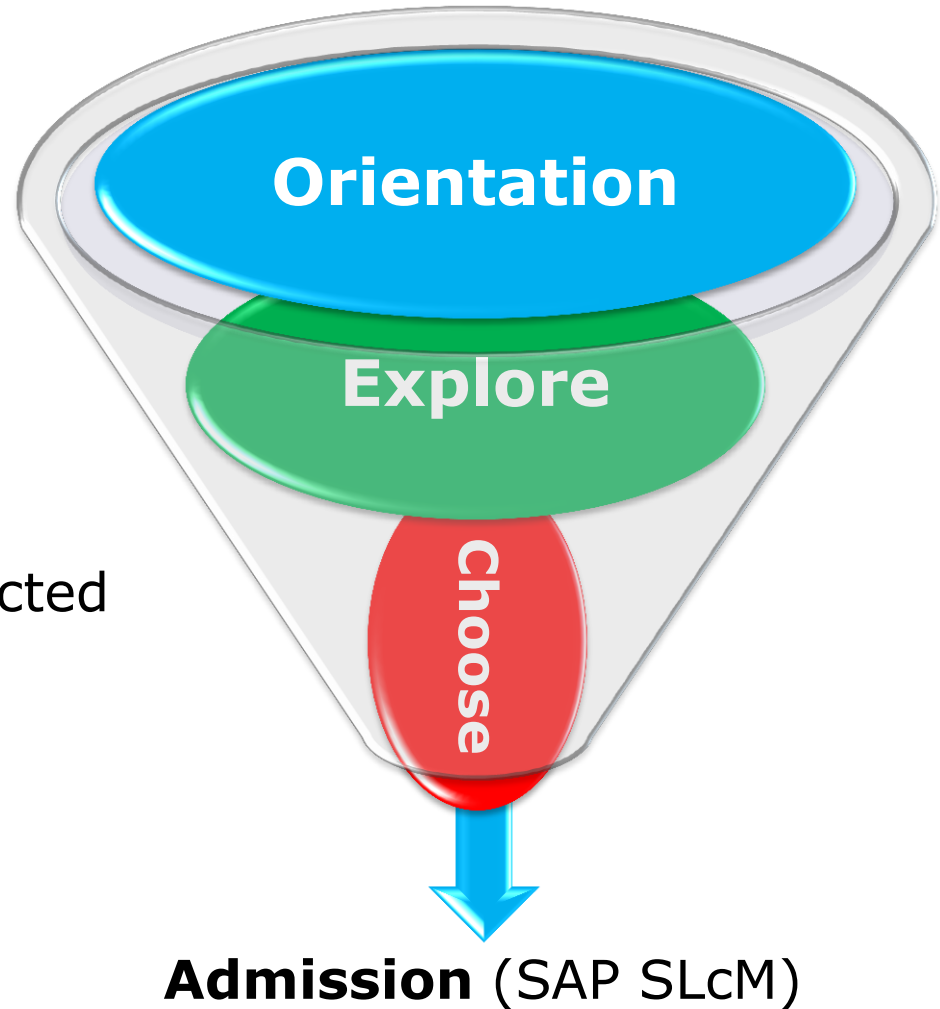
# Student Life Cycle



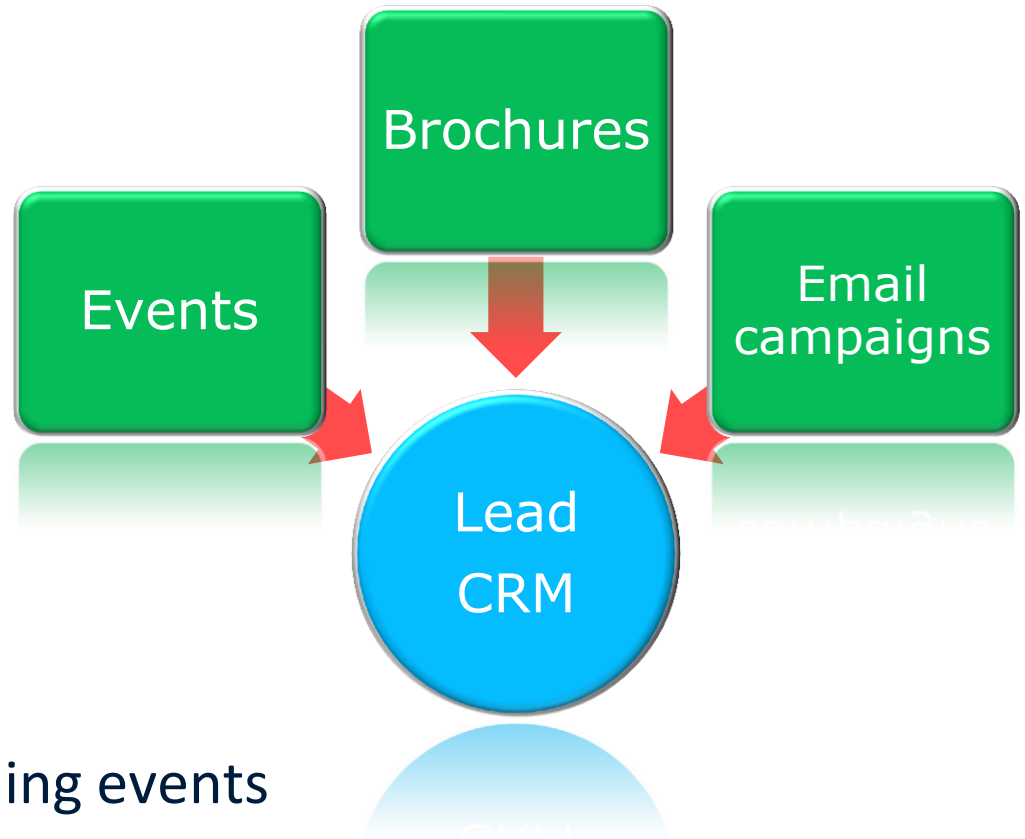
# Student Recruitment

## Goal

Find, contact and keep connected with leads until admission



## Benefits for the lead



- Information about upcoming events
- Request brochures before and during events
- Personal approach

# Benefits for Student Recruitment

- Standardized lead management process
- E-Mail campaigns and follow-up
- Reports → analyse, evaluate → improve strategy
- Conversion rate of the leads (Lead → Student)
- Event attendance and request brochures via app
- Integration call management system (KANA) with CRM

# Solutions

- Administration of Leads
- Organize and supply Events
- Mail campaigns via segmentation and campaign automation
- Fields of interests via marketing attributes
- Brochures app (UI5-NetWeaver Gateway)
- Call management (KANA Express)
- Knowledge Base (KANA Express)
- Reporting via SAP BI
  
- *Future ?? → Fiori and HANA*

# Administration of leads

Lead master data

Account Details [Edit](#)

ID	1000057937	Street/House Number	Spoeleind	34
Title		Postal Code/City	5685 EG	Lutjebroek
Academic Title		Country	NL	the Netherlands
First Name	PH	PO Box		
Last Name	van der Loo	PO Box Postal Code		
Date of birth	27.08.1994	PO Box Country		
Search Term		Communication Method		
Correspondence lang.	NL			
Expected entry date				

Notes

No details for this lead.

Marketing Attributes

Address Types

Marketing Attributes [Edit List](#)

Actions	Attribute Set	Attribute	Value
	Interessegebied	Faculty	FPN
	Interessegebied	Program	4604 MA Forensic Psychology
	Interessegebied	Program type	Master

# Mail Campaigns via segmentation

The screenshot shows a software interface for creating segments. At the top, there are buttons for 'Save', 'Cancel', and 'Settings'. Below this is a 'Favorites' section which is currently empty. A list of logical operators is shown: 'AND Within an Attribute' and 'AND Across All Attributes'. Below these are three tabs: 'Attribute Lists', 'Attribute Search', and 'Segment Search'. The 'Attribute Lists' tab is active, showing a search for 'Program'. The results list includes:

- FASoS
  - 1502 BA European studies
  - 1601 MA ES on Society, Science and Technology
- FBE
  - 2601 MA Economics
- FPN
  - 4501 BA Psychologie

On the right side of the interface, a summary box titled '0 - Master programs' displays a person icon, the number '1', and the text '1601 MA ES on...'. A red arrow points from the '1601 MA ES on Society, Science and Technology' entry in the list to the summary box.

# Call management - KANA

Email tickets

The screenshot displays the KANA call management dashboard. At the top, the user is logged in as 'Johnny English' and is currently 'Offline'. The main section is titled 'Contact List' and shows a table of tickets. A green callout box labeled 'Email tickets' points to the search bar in the top right of the contact list area.

Icon	Name	Company	Date	Time	Subject	Queue	Type	Agent	Status
▼	Bergman	KANA	01/03/2013	21:20	repair	109	CUST	JohnE	New
▼	Bergman	KANA	04/03/2013	15:17	Repair	120	CUST	JohnE	New
▼	Bergman	KANA	04/03/2013	21:13	Delivery	124	CUST	JohnE	New
▼	Bergman	KANA	08/03/2013	19:52	Credit Card	141	SALES	JohnE	New
▼	McCauley	--	07/03/2013	19:22	how much does a repair cost	136	CUST	AM	New
▼	Huib van Weele	--	08/03/2013	11:39	Credit Card	140	FINAN		In progress
▼	Billett	--	18/03/2013	09:57	openingsuren	183	CUST	DV	In progress
▼	Bergman	KANA	13/03/2013	15:30	repair	148	CUST	JohnE	New
▼	Cockshott	KANA	13/03/2013	17:14	Outstanding order	153	CUST	AM	New
▼	Bergman	KANA	13/03/2013	19:21	repair	165	CUST	JohnE	New
▼	McCauley	--	13/03/2013	21:58	question on repair	168	CUST	AM	In progress

Contactflows		Queue	In SLA	Escalated	Out SLA	Oldest
✉	Send RMA form	▼ Complaints	-	-	2	25/04/2013 12:05
🔗	Order inquiry	▼ Customer Services	-	2	31	31/05/2013 16:00
✉	Change of address Consumer	▼ Finance	-	-	4	13/03/2013 11:39
📄	Order delay	▼ IT Help Desk	-	-	3	09/05/2013 15:30
🔗	General inquiry	▼ Sales	-	-	4	25/04/2013 13:54
✉	Order cancelation	▼ Stores	-	-	4	02/05/2013 10:41



# Knowledge Base - KANA

## Help Desk Articles

Browse these topics for more frequently-asked questions and information

### **SHIPPING AND DELIVERY INFORMATION**

[Delivery Methods](#)

[Packaging Information](#)

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- Items shipped by a Carrier such as FedEx, UPS, or the US Postal Service cannot be delivered to Funeral Homes, Hospitals, or Rural Routes.
- Due to many schools' security regulations, delivery to schools cannot be guaranteed.
- Due to state regulations, we are unable to ship wine to/within certain states. Please read our FAQ's About Wine for further information.

### **SERVICE CHARGE AND PAYMENT INFORMATION**

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[Service Charges and Shipping Rates](#)

[Promotion Codes](#)

Zoek Sessie		Registraties				
FHML		<input type="checkbox"/>	Naam	Email	Registratie ID	Show
<b>Health Sciences - Ronde 1</b> Dummy zaal <span style="float:right">Registraties 38/48</span> 09:30 - 11:30		<input checked="" type="checkbox"/>	<b>Vladimir Frederiks</b> 1000057647	vlad@vladimir.nl	100354055	<input checked="" type="checkbox"/>
<b>Health Sciences - Ronde 2</b> Dummy zaal <span style="float:right">Registraties 51/81</span> 12:00 - 14:00		<input checked="" type="checkbox"/>	<b>Arjan Nieuwenhuizen</b> 1000057522	arjan.nieuwenhuizen@testemail.com	100354053	<input checked="" type="checkbox"/>
<b>Health Sciences - Ronde 3</b> Dummy zaal <span style="float:right">Registraties 46/99</span> 14:30 - 16:30						





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