



Temple University, Japan Campus (TUJ)

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At A Glance:

- **Company:** Temple University, Japan Campus (TUJ)
- **Location:** Tokyo, Japan
- **Industry:** Education
- **Challenge:**
 - How to deal with increased number of prospects that followed official recognition by Japan Ministry of Education, making TUJ more attractive to both foreign and local students
 - How to automate the tracking and management of new-student prospects, from first contact through to course registration
 - How to ensure consistency of service
- **Software switched from:** Microsoft Access and Excel; bespoke system
- **Other software considered:** Salesforce.com; SAP
- **Results with NetSuite:**
 - Provides a platform for continued growth — annual growth currently stands at 20%
 - Improved speed of response and follow-up
 - Allows recruiting team to share data, increasing operational efficiency
 - Improved reliability of CRM data
 - Much improved reporting

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— Paul Raudkepp, Chief Information Officer
Temple University, Japan Campus

The Results:

Using NetSuite, Temple University, Japan Campus (TUJ), has automated aspects of the management of its prospect lifecycle, greatly facilitating and improving both the university's administrative processes, and the experience of prospective students (the 'prospects').

NetSuite helps TUJ to manage an annual 20% growth in the number of undergraduate prospects that apply from around 40 countries — a figure that has accelerated following the Japan's Ministry of Education granting TUJ a special status that allows it to issue visas to overseas students. TUJ receives an average of 10 to 30 inquiries a day through NetSuite, and the system handles around 20,000 prospects at any one time.

"Customer relationship management is one of our key focuses," says chief information officer Paul Raudkepp, "and NetSuite allows us to provide the high quality and consistent service that prospects deserve, with prompt responses and timely follow-up."

The Challenges:

TUJ is the oldest and largest American and foreign university in Japan, founded in 1982, and offers undergraduate, graduate, adult and corporate educational programs to a 2,830-strong — and growing — student body.

Managing applications from prospective students is a huge administrative task, and the main purpose of the new system is to manage the prospect lifecycle, from first contact to full registration.

"In the past, no part of this process was properly monitored or tracked," says Raudkepp. "Initial application data was manually entered onto a Microsoft Access database or a

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“For us, the killer aspect of NetSuite is that it provides a platform for growth ... for example, credit-card processing for fees, or a self-service portal that allows prospective students to track the progress of their application or see how much they have to pay for a course.”

— Paul Raudkepp

Chief Information Officer

Temple University, Japan Campus

Microsoft Excel spreadsheet, and each member of the recruiting team kept and used their own files. There was no consistency, and no overall view to tell us whether or not we were following through in a timely manner or giving any consistent service. This became a real issue when our status changed, enabling us to issue visas, and the numbers of prospects suddenly shot up.”

He says, “It was very important to us to have a hosted solution. We have a team of eight recruiters, we didn't want to increase our internal resources, and we didn't want to deal with maintaining software. So hosting was a key issue. We also wanted a system with ERP capability, and this is what clinched it for NetSuite. Further down the line we wanted to be able to run the whole business on the new platform, including financials, with expense reporting and budgeting. We quickly discovered that NetSuite was both the immediate and the long-term solution for us.”

TUJ looked at a lot of solutions, including non-hosted ones. Salesforce.com and SAP failed to provide a convincing demo, and although they offered good CRM capabilities, they lacked the required ERP functionality. “We found solutions that had more focus on education and, specifically, on student prospects, than NetSuite, but none that was more flexible, platform-oriented, extensible, customizable, and that offered complete hosting functionality.”

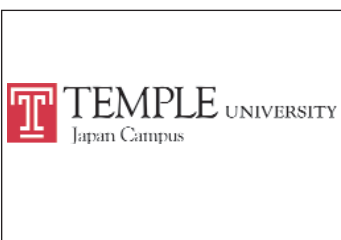
The Solution:

Initial prospect inquiries come through online forms, and 80% to 90% of these come through TUJ's website directly into NetSuite. “NetSuite helps us to manage the relationships right through to registration, at which stage they pass onto a separate system — although we're currently looking into moving the registration system onto NetSuite as well for some programs,” explains Raudkepp.

“Applications also come in through non-Internet channels, including by telephone, and we enter that data straight onto NetSuite. Prospects are assigned to different recruiters depending on factors such as program of interest, location, etc. Applicants receive automatic emails, followed by a flow of personalized emails back and forth to find out relevant information, and the prospect status is moved up through various stages as each requirement is fulfilled, through to completion of application and registration into a program.”

Initial feedback from the recruiting team is good. “The NetSuite system represents a huge improvement on the way we were doing things before and everyone seems very comfortable with it,” reports Raudkepp. “The team can easily share data, and it's easy to see what everyone's doing. Although it's still early days for us, the reliability of the data is much improved, thanks to the way in which we can readily enforce rules. There's been a lot of time-saving, too.”

End users at the university agree: “Searches are a snap and allow you to find any and all information you need,” says Nicole Despres, Senior Counselor, Admissions Counseling, Temple University, Japan Campus. “It's awesome to finally have one system that every department can use to accomplish their individual tasks that when put together accomplish the entire admissions process as a whole.”



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