



SUNITAFE STREAMLINES ADMISSION PROCESS

WITH ARXXUS

As the demand for skilled labour rises, Sunraysia Institute of TAFE (SuniTAFE) has rolled out a new system to speed the student application process, achieving complete visibility of all applications, enquiries and student information.

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"Our new Salesforce solution by Arxxus has completely transformed our student admission process, allowing us to have better control of the complex enrolment procedures and process and ensure a better experience for the student"

Kim Russell
Administration Manager
SuniTAFE

PRODUCTS USED

 salesforce

Service Cloud

 salesforce

Mercury SMS

DocuSign for

 salesforce



JOB SKILLS FOR THE REGION

SuniTAFE is the largest provider of vocational education and training in the north-west region of Victoria, covering around 17% of the state. As a major food producing region that's also heavily reliant on transport, SuniTAFE plays a critical role in providing education and training to support these industries.

"In the next 10 years, horticulture in the region is projected to double in production, placing increasing importance on skills training in this area," said David Harris - COO, SuniTAFE. "The growth in horticulture is expected to also spur the development of the region's transport, logistics and automotive sector, with 100's of new positions expected to be filled in the next few years. Again, it comes down to SuniTAFE to prepare students so they are equipped to take on these roles."

Offering courses that support the communities' health needs is also key. *"With the region's population anticipated to increase by 13% by 2031, having skilled workers in the health and aged care sectors has become increasingly vital to the region."*

MAKING ENROLMENT EASIER

To handle increased enrolment enquiries generated by economic growth and enhanced by the Victorian Government Free TAFE initiative, SuniTAFE realised it needed a faster, more efficient way to manage the enquiry and admission process.

When enquiries were made, SuniTAFE was able to capture the data but not easily analyse it, making it hard to see which courses were attracting more interest. The application process also took too long, involving multiple steps which included checking information across paper forms and systems.

There were reporting issues too. Being owned by the Victorian Government, SuniTAFE needed to provide regular reports on its operations, however as staff became increasingly stretched, reporting became difficult to manage. Completing a report would usually take days of manually copying information from multiple databases and spreadsheets.

A BIRDS-EYE VIEW

SuniTAFE sought the help of Arxxus to create an easy-to-use solution that would give them visibility of all applications, enquiries and potential student information.

Arxxus ran discovery sessions to scope out the outcomes SuniTAFE wanted to achieve, including which data needed to be captured and what systems required integrating. Arxxus then created a single platform cloud solution built on Salesforce Service Cloud using the Salesforce Higher Education Data Architecture (HEDA).

The Salesforce solution, integrated with SuniTAFE's student management system, provides SuniTAFE with a single, 360-degree view of every application and prospective student, allowing it to track general course enquiries and applications

and eventually will allow the end to end visibility of all offers and acceptances from the one place.

"With Salesforce, we can capture all our interactions with students – whether it's via phone, email the web or in person," said Kim Russell. "Now, staff can quickly respond to individual enquiries – something that would have taken much longer before. And, we can complete government reports much faster as we no longer have to spend hours searching for information."

SCALABLE EFFICIENCY

All enquiries made are now accessible via the new system, completely transforming SuniTAFE's admissions process. In addition to this, historical data of over 100,000 past students has been migrated into the new system, enabling visibility of returning students.

"With our new Salesforce solution by Arxxus, we now have a highly manageable and scalable model of efficiency, with all the critical information staff need to process applications at their fingertips. With easy visibility of every student interaction and course enquiry information on a streamlined dashboard, we can ensure a smooth start to every student's journey with SuniTAFE, right from their first phone call."