

# Ensure a solid foundation for employer engagement with Diagonal

The Diagonal Employer Engagement Solution for Further and Higher Education is a CRM-based system designed specifically to assist colleges, Higher Education establishments and training providers increase business with employers and build an evidence base for Training Quality Standard (TQS) certification.



## Overview

# Microsoft Dynamics CRM

Colleges and Higher Education establishments are becoming increasingly effective in responding to employer needs and diversifying their income base. However, growing levels of business by tracking contacts with employers and capitalising on intelligence gathered by customer-facing staff continues to present a major challenge for the sector.

Diagonal has teamed up with Microsoft and FE Partnerships to deliver a relationship management system that will help colleges and other training providers drive-up levels of demand-led business; improve employer satisfaction ratings; build an evidence base for Training Quality Standard (TQS) certification and contribute to the Employer Responsiveness dimension of the Framework for Excellence.

## A complete solution framework for effective employer engagement

The 'Diagonal Employer Engagement Solution for Further and Higher Education' is built on what is fast becoming the Customer Relationship Management system of choice; Microsoft Dynamics CRM v4. It comes pre-configured with FE Partnerships' Microsoft Office templates - all mapped to the Training Quality Standard and Employer Responsiveness dimension of the Framework for Excellence. The result is a unique CRM package that provides colleges, Higher Education establishments and training providers with a complete operating framework for employer engagement activities and the opportunity to generate a comprehensive evidence base for TQS certification.

Microsoft Dynamics CRM not only allows the user to generate and manage marketing campaigns and keep track of customers, it also provides access to a comprehensive range of reporting tools. So now it is possible to generate trend analysis on a wide range of measures, from the value of sales won, to customer satisfaction levels and more.

The pre-configured templates provide an invaluable ready to use knowledge bank of documents that users can easily customise to suite your own house-style, helping business development professionals and departmental staff alike to manage 'the employer journey' more effectively. Document templates and web-forms inbuilt into the system include:

- Employer enquiry / complaint proforma
- Training needs analysis template
- Business proposal template
- Analysis of tenders not won proforma
- Pre-programme start-up briefing templates (employer, trainer and learner)
- On-programme review documentation
- End of programme review / impact analysis documents
- Prospecting plan proforma
- A full range of employer satisfaction surveys covering each stage of the engagement process from enquiry to post-delivery and measurement of impact

# Microsoft Dynamics CRM

## Business benefits

Unlike other CRM systems that can only provide generic capabilities, the Diagonal Employer Engagement Solution for Further and Higher Education has been specifically developed to help organisations to:

- Turn leads into project wins to maximise return on investment
- Automate the employer interaction process to strengthen relationships, meet deadlines and improve college reputation
- Ensure better cross collaboration between departments, employers, strategic partners and sub-contractors
- Capture and manage information such as matching training solutions to employer needs

## Track record

Diagonal has a proven track record in the education sector, specifically around the implementation of CRM solutions.

More recently, Diagonal has worked with Barnfield College to successfully implement Microsoft Dynamics CRM to enable them to progress towards the Training Quality Standard.

## To find out more...

If you are interested in seeing a demonstration of the benefits this solution could bring to your business, please contact:

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“The Diagonal team listened to what we had to say and took time to understand what we did and why. It was also extremely helpful that the person who worked with us to put the solution together then trained our key users. If we had not made this kind of investment, we would have been stuck with an off-the-shelf system that did not meet the specific needs of Further Education.”

**Teresa Frith**

Director of Business Development  
Barnfield College, near Luton.

