

Salesforce for Further Education



We understand the struggles FE institutions face, still operating on fragmented, legacy systems that create data silos, manual, paper heavy processes, limited visibility and disconnected communications. Salesforce can bring together data, automation and analytics in a single unified platform.

Solution Features

- Replace fragmented systems with a **single view** of every learner, employer and stakeholder
- **Education specific data model** with native objects for courses, programs, and learner relationships
- **Recruitment and Admissions** – automated marketing journeys, personalised course recommendations and application tracking
- **Enrolment and Onboarding** – digital forms, automated workflows for document collection and verification and self-service portals
- **Student Success and retention** – 360-degree learner profiles, early warning alerts for at risk students, case management, attendance tracking and proactive intervention workflows
- **Employer Engagement** – tools to manage employer partnerships, apprentice placements and work experience coordination
- **Alumni and Progression** – alumni communications, destination tracking and data to evidence learner outcomes to funding bodies and Ofsted
- **Analytics and Reporting** – real-time dashboards for SLT and automated compliance reporting



A purpose-built CRM designed to support educational institutions across the full learner life cycle.

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PARTNER

+15%

increase in first year student retention

+10%

growth in fundraising contributions

+5.5%

in student enrolment