Lancaster & Morecambe College are seeking a fully functioning CRM system that will support, enhance and develop workflows acting as a contact management solution enabling the college to effectively and efficiently store and act on data from prospective leads and customers. It will be required to integrate with existing college systems such as a MSSQL based management information system (Tribal EBS), college website and other internal systems, it must be a solution that the college network can support.

The solution should be a web based system that can be managed from desktops and mobile platforms alike, ideally based within our Office 365 tenancy.

The CRM will create sustainable workflows to streamline business systems and processes relating employers, schools and the community and must support the following functions; client interaction tracking, database management, marketing and campaign management, lead management, workflow automation, business intelligence and reporting, mobile capabilities and will work seamlessly with all aspects of Office 365 systems, with which the college has a full A3 license.

The successful supplier will be one that can provide the integration of current data systems, create workflows, create the functions that will support our business and systems and be able to provide a comprehensive support package to our users managing the product. The College will be able to create a project team but we will need adequate training and support to maximise the output of the system.