**From Students to Alumni: Implementing CRM to Build Lifelong Relationships at HEC Montréal**

**Changing Landscape of Higher Education**

The higher education sector has undergone significant transformations, driven by factors such as economic uncertainty, increased labor market mobility, and the rise of online learning. These changes have compelled institutions like HEC Montréal to adapt and strengthen relationships with students across their academic journey.

**HEC Montréal: A Leading French-Speaking Business School**

HEC Montréal, established in 1907, is a prominent French-speaking business school in North America. Guided by its core values and mission, the institution fosters academic excellence, global engagement, and community service.

**Funding in Quebec's Higher Education System**

Quebec's Ministry of Education oversees funding for higher education institutions, including HEC Montréal. Student enrollment quotas are determined by physical infrastructure, and tuition fees for standard programs are regulated by a formula.

**The Student Lifecycle at HEC Montréal**

HEC Montréal's student lifecycle encompasses various stages, from prospective students to alumni. The Office of the Registrar manages student records, while Recruiting Services focuses on attracting and nurturing relationships with prospective students.

**Challenges in Student Interaction Management**

Current methods of managing student interactions face limitations. Prospective student inquiries, recorded in Excel spreadsheets, lack standardization and accuracy. Education fairs generate paper-based contact information, further complicating data management.

**Recruiting Services' Efforts and Resource Allocation**

Recruiting Services oversees various initiatives to attract top talent, including follow-ups with prospective students, attending education fairs, and maintaining an online presence. Limited budget necessitates strategic decision-making to optimize resource allocation.

**The Need for a Unified Approach**

The fragmented nature of student data collection and interaction management poses challenges in building strong and lasting relationships with students. A unified approach is needed to streamline communication, enhance data accuracy, and optimize resource utilization.

**The Role of CRM in Addressing Challenges**

Customer relationship management (CRM) systems offer a solution to the challenges faced by HEC Montréal. CRM can provide a centralized repository for student data, enabling personalized communications, targeted recruitment efforts, and improved decision-making based on data insights.