

## Dean's Office Studio



*an interactive executive dashboard with CRM functionality designed exclusively to meet the needs of University Deans.*

**I**ntelligent views of information on many aspects of the business of the college. This information is extracted, transformed and loaded into the Dean's Office Studio via automated periodic routines.

**C**ustomer Relationship Management (CRM) functions and features and information that reside in and are maintained in the "operational data store"; this information is supplemented by data from other databases which is presented in the CRM context.

**C**onsolidates most all the information the Dean needs to run the business and provides his/her office with a set of CRM tools to be used in the development and assimilation of resources, i.e. human, financial, corporate, etc.

### What Insight The Studio Provides

1. What is the interaction history with each of the members of the group I am meeting with at lunch, i.e. donation history, degree and non-degree program participation, executive outreach session participation, volunteer activities, company affiliations, etc.?
2. How can I gain better insight to my constituencies' needs and wants?
3. How can I create and maintain ongoing relationships with my corporate, community and alumni contacts that are uniquely valued by each of them?
4. How do I improve the effectiveness of my development calls and reduce the total time devoted to my development calls?
5. How do I keep "plugged-in" when I am on the road? How do I make that first day back in the office less painful when going through my inbox?
6. How can I free up more of my staffs' time to spend on out-reach and constituency-building communications?
7. How can I warm-up the "touch" my office has with its constituencies?

*CONTACT FLATBRIDGE  
FOR ADDITIONAL INFORMATION  
OR FOR A  
STUDIO DEMONSTRATION.*

### Simplifying the Process

**T**he Studio is a web-based business management application ideally featured to assist the Dean's Office in managing its communications programs in these changing times. The Studio provides a relentless focus on the customer with its full CRM (Customer Relationship Management) tool set. The Studio's customer interaction management, direct email communications management, and other tools are complimented by its effectiveness reports. The Studio provides the labor saving features and information needed to engage your constituents in a personalized and attentive fashion so as to ensure enduring profitable relationships.

#### CONTACT

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