



UNIVERSITY of WASHINGTON | TACOMA
PROFESSIONAL DEVELOPMENT CENTER

Customer Story

Streamlining Operations, Empowering Growth

Pain Points

- Manual manipulation for reporting
- Hard to navigate staff experience
- Unsupportive software support

Results

- Major time reduction in reporting
- Streamlined staff processes with easy to navigate staff and student experience
- Attentive software support



University of Washington Tacoma

University of Washington Tacoma is an urban-serving university in downtown Tacoma, Washington. The Professional Development Center staff of 4 serves roughly 1,100 students per year. They went live with Enrole in July 2020. Their programs includes Professional Development and Customized Training.

Challenges

The Professional Development Center used a registration software that had unsatisfactory reporting, a hard-to-navigate platform, and inadequate customer support. This led to reduced productivity and inefficiencies, especially in the context of completing annual reports, which required a lot of manual manipulation. According to Megan Harper, Program Coordinator, "We spent a lot of time manually adding information from one report to the other, especially on annual reports to local government agencies. That was one of the straws that broke the camel's back."

The shopping cart was very limited in how it could look, and the course pages were minimal, with blank fields if any information was not filled in. We had to know HTML to achieve the simplest of things. Additionally, navigating between files was not possible, making it time-consuming to retrieve information. "If I needed a transcript for someone's Lean Six Sigma course, it was very time consuming and required maximum manual effort.", explained Harper.



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Megan Harper, Former Program Coordinator, Professional Development Center

Challenges (continued)

Moreover, the staff felt unsupported due to inadequate communication, which left them in limbo on the status of custom requests and general updates. This lack of support became evident when their main contact left, and they discovered they were not receiving releases despite spending a lot of money on custom pieces to make the system function the way it should have.

Solution

They discovered Enrole at UPCEA Annual in Seattle, Washington in 2019. Post-conference, they continued conversations with demos on zoom meetings. Enrole satisfied all the issues they were experiencing with their previous system. When they signed the contract, they had to adjust to the challenging times due to the pandemic, without onsite training. However, online training went very well and was broken down into manageable sessions.

Enrole provided better reporting and lots more functionality, along with a modern-looking system that was user-friendly. The staff could update the shopping cart on their own and customize it with images, categories, and courses that could be rearranged as needed. Their staff loved seeing orders come in on the sales desk within Enrole, allowing them to click on persons, their orders, sessions, or view tasks assigned to them.

The Enrole system also helped with accuracy and completeness of necessary fields prior to opening the session for registration. By using tasks, everyone could see their new assignments when they logged into Enrole, alleviating the risk of emails with important task notices getting buried in their inbox. According to Harper, "Having a good working-relationship with customer service was very important to the team at UW Tacoma. We haven't felt nickel and dimed, and the communication has been open and honest. We know that we can request custom items, but we haven't needed to make many requests at this time. We've not felt like we were being nickel and dimed to ask for something to function in a modern way – which is huge."



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Results

Enrole provided a major time reduction with annual reporting, streamlined staff processes with an easy-to-navigate staff and student experience, and attentive software support. Completing annual reports that took days to weeks previously now took an hour or two, including putting it into the state's website.

The Enrole system enabled the Professional Development Center to reconcile revenue, calculate their share, and the credit card fees for those sessions, which they would have had to calculate manually in their last system. They were also able to pull a report with basic student information, like date of birth, without having to manually combine reports afterward. "We're able to see our revenue for the year, what's working, what's not working, who are students. I can pull a report with basic student information, their date of birth and didn't have to figure out how to combine things afterwards. If anything, I delete information instead of spend time adding it. We have a much better picture of who we're serving since going to Enrole.", explained Harper.

Enrole customer support was highly touted by Harper. "I can't say enough great things about the customer service and the entire Enrole team is wonderful and are always quick to respond. I would recommend Enrole to other organizations because it's a very user-friendly system – both at the back end for staff and front end for customers. We don't have any issues with people not being able to check out. Our previous system was slightly less per year, but it's so worthwhile for something like Enrole that's going to be easier and last you years longer."



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