What is UQ Engage?
UQ Engage will be UQ’s new Customer Relationship Management (CRM) and Marketing Automation (MA) platform. UQ Engage will help us to improve customer experience by uplifting the capability of digital marketing and communication technology and processes across UQ, as well as supporting improved outcomes for UQ’s international and domestic student recruitment.

The CRM part of the platform allows the University to manage all its relationships and interactions with all stakeholders, including prospective and current students, alumni, partners, research affiliations and donors. The MA platform allows UQ to plan, coordinate, manage and measure all our online and offline marketing campaigns to offer right information to right people at the right time to drive decision-making.

As an overall solution, the UQ Engage project team is actively considering how the new technology will enable new ways of working that were previously not possible, and co-designing processes with UQ stakeholders such as improved information sharing and collaboration across UQ teams. This has the potential to remove staff pain points and deliver a step-change to the way we currently manage communications and engagement with our stakeholders.

Why do we need this?
UQ Engage brings together people, processes and technology to solve the pain points you’ve told us about, and comparative research with other Universities has identified. It will deliver:

- **Uplift in stakeholder experience**
- **Increased effectiveness of efforts**
- **More efficient operations**

What will the UQ Engage platform do for me?
The implementation of the technology has been designed as a phased approach over time to maximise early outcomes for key stakeholder groups whilst managing the impact on staff. Phase 1 of UQ Engage will deliver about 50-60% of our final CRM and MA functionality for UQ. In phase 1 we will focus on improving the experience and engagement of prospective students with an initial focus on international students.
The key components in phase 1 release includes:

**Foundations**
CRM & MA will set up the solution architecture and fundamental capabilities in the platform.

**Campaign**
CRM & MA will enable targeted and personalised communication across multiple channels.

**Lead management**
CRM & MA will enable users to track pipeline activities, tasks and targets, all the way from prospect through to conversion.

**Single customer view**
The solution will integrate with key UQ systems and provide a consolidated view of customer information.

**Enquiry management**
The solution will enable staff to better service customer enquiries with access to a staff knowledge base and integrated workflows.

**Appointments**
The solution will enable customers and staff to easily schedule, change and manage appointments.

**Reporting**
Information will be aggregated and presented in an intuitive, meaningful way that can be customised based on team and individual's priorities.

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**How is the UQ Engage solution being developed?**
The project team have been co-designing the solution by engaging with key people across UQ and with subject matter experts from the phase 1 teams. We have looked at what we need in UQ Engage to accommodate teams across UQ before doing detailed design for prospective future students. This has resulted in workshops and meetings as we work together to come up with solutions that will improve the experience for both UQ staff and our stakeholder groups.

**Who will be impacted?**
Phase 1 of UQ Engage will be rolled out to the Future Students team as well as the M&C Marketing Automation team.

- Marketing and Communication – Marketing Automation
- Future Students – International Marketing
- Future Students – International Recruitment
- Future Students – International Onshore
- Future Students – Domestic Recruitment
- Future Students – Contact Centre
- International Admissions
- Future Students Outreach

**When will Phase 1 teams get UQ Engage?**
Phase 1 of the UQ Engage platform is planned to be released in early 2022, and the project team is currently finalising the technical design and implementation approach with our implementation partner Simplus.

The project team are using Agile project methodology. That means that phase 1 teams will start using UQ Engage earlier and will be able to give feedback. That way, we will be improving UQ Engage as the project team continues to build new functionality.

**When will it roll-out to teams across UQ?**
The project Steering Committee will consider which team UQ Engage will roll-out to later in 2021. This will allow the design work to commence with that team as early as possible.