Tec wins global award for quality of support for its audiences

Tec de Monterrey has been distinguished by the *Dave Perry Award for Excellence in Innovation 2022*, which is given by the global **Salesforce** company, for its innovations on aspects of **supporting and interacting with its audiences**.

This is one of the awards given annually by the **Customer Relationship Management** (**CRM**) service company to institutions around the world that use its services efficiently.

*"It's **the first time in 10 years that an educational institution from Latin America has received this recognition**, which is another reason this distinction for the Tec is important,"* said Diana González, the Tec's CRM Project Leader.

*"CRM is the **technology platform** we use to manage the **relationships and interactions** we have with our **different audiences,** such as applicants, students, parents, alumni, board members, companies, and associations,"* she added.

The award was given at **Salesforce Education Summit 2022**, with the institution attending as a finalist in this category alongside the **University of Southern California** and **Dartmouth College in New Hampshire**.

https://twitter.com/SalesforceOrg/status/1516865593928032257

Innovating to improve service

Tec de Monterrey is one of **6,000 educational institutions** that use Salesforce's CRM platform as part of their **institutional architecture** to provide better service to their different audiences, said Gónzalez, adding that:

*"In 2016, we started this **relationship project by implementing CRM** in several areas and have now begun to see concrete results from this approach, which is what we sent as evidence when putting ourselves forward for the award."*

Some of the areas where this has been implemented to improve management of interactions include mentoring students on their academic development and **attracting high school, undergraduate, and continuous education students**.

It is also used for **event management** and in **medical record management** to provide students with follow-up at the TecMed clinics on campuses, as well as on sites such as **donar.tec.mx**.

*"This platform helps us make connections between the institution's different information silos, and this knowledge of our audiences allows us to **offer better experiences and services,** as well as helping them to achieve their goals,"* said González.

"The platform helps us make connections. Knowledge of our audiences allows us to offer better experiences." - Diana González.

As the leader highlights, these are the results of using **CRM** that the Tec used to enter the competition for this award:

- *Student Support: registering and responding to **more than 60,000 requests for psychological and academic support** from 2018 to 2021.*
- *Philanthropy: concentrating an archive of **more than 30,000 donations** for philanthropic programs such as **Leaders of Tomorrow**.*
- *Admissions: implementing full digitalization of processes to achieve the goal for **number of applicants** in 2021, despite the pandemic.*
- *Participation: **more than 3,000 staff** took part in all the initiatives.*
- *Continuous Education: **increase in enrollment** on its programs **by 37%** from 2019 to 2020.*
- *Processes: implementing CRM in **event management** and the **medical record** system for the Tec community.*

*"It's important to emphasize the **institutional effort** behind this initiative because it involves the **participation of people from many areas**, from those implementing the projects to those using them in operations,"* stressed González.

Uno de los principales públicos que atiende el Tec de Monterrey son sus estudiantes. width="900" loading="lazy"> **Using technology as a strategy for support**

This cloud platform is one of the pillars in the institution's **Techvolution** strategy, which consists of **digital service and support experiences for Tec audiences**, said Luis Peña, Experimentation and Impact Measurement Leader at the Institute for the Future of Education (IFE).

*"The work that was recognized forms part of an **institutional digital transformation strategy***. *What we want to do is improve the experience of our users through these types of technological tools and channels,"* said Peña.

He said that this technology allows the institution to **mentor** people, **document interactions**, and integrate contact information, academic progress, future projects, and medical records, enabling it to provide **more personalized support**.

*"Having all this information allows us to create and enable **personalized experiences and automations***, *putting people at the center. That's where we want to go with this initiative,"* he said.

La plataforma CRM permite brindar una atención más personalizada a los diferentes públicos.. width="900" loading="lazy">

Diana González added that the Tec's vision and mission for 2025 and 2030 in the area of **human flourishing** is about **getting to know the institution's different audiences** and their interests, generating value for them and **helping them to achieve their goals.**

She said that this technology forms part of an initiative to enable and generate **360° student profiles**, in which they can document their interests and communicate with their **academic and success mentors** who are included in the Tec21 mentoring model.

Nominating the institution for the **Salesforce** competition came about through a joint effort between the **IFE** and the **Tec's Outreach** area.

*"The IFE has this vision for connecting, transferring, and generating knowledge about education. One of the initiatives is to **generate connections of value with different partners***, *the use of this type of technology being a case in point,"* said Luis Peña.

The **Dave Perry Award** is one of the prizes that were given during **Salesforce Education Summit 2022**. Last year, it was given to the **Massachusetts Institute of Technology (MIT)**.

The award is given to educational institutions that **use Saleforce's technology to innovate** in several areas and projects, such as recruitment, admissions, student success, marketing, and community participation.

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