



Imperial College London

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A newly structured Office of Alumni and Development (OAD) was established at Imperial College London as an umbrella organisation to bring together both affiliated and non-affiliated alumni activities, and to increase the amount of philanthropic income to the College. *“The department had undergone a substantial amount of change and as a result processes and business systems were messy and inefficient. We tasked Nine Feet Tall to help us run a tighter ship in order to make us more economical and productive”*

Fiona Kirk
Director of OAD (2003-2008)

Project Activities

1. Mapped, improved and re-engineered business processes
2. Implemented simple and clear end-to-end processes to increase retention and grow the customer base
3. Managed vendor selection and implementation of new CRM system within agreed timescales and budget
4. Reduced the annual IT support costs and overhead by £500k
5. Created a true team working environment, with clearly defined roles, responsibilities and performance measurements
6. The project was voted as best CRM case study 2007 due to its rapid delivery and application of good project management

“They managed the implementation of a highly effective customer relationship solution, which has enabled us to meet the challenging fundraising targets”

Julio Grau
Business Development Manager