

# COMMUNIQUE

## IMPLEMENTATION OF THE NEW CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM

Dear Students,

We hope this message finds you well.

We are excited to announce the launch of our new Customer Relationship Management (CRM) system at Tshwane University of Technology (TUT). This innovative system is part of our ongoing commitment to enhancing the quality of services provided to our university community and ensuring that your needs are met with efficiency and excellence.

### About the New CRM System

The new CRM system is designed to streamline communication and service delivery by allowing all stakeholders including registered students, prospective students, alumni, donors, parents or guardians to log cases via a dedicated portal. This user-friendly platform will enable you to easily submit enquiries, report issues, and request assistance across various departments and services within the University.

### Key Features of the CRM System:

1. **User-Friendly Portal:** Accessible from any device, the portal offers an easy interface for logging cases and tracking their progress.
2. **24/7 Availability:** You can submit your queries or concerns at any time, day or night, ensuring that support is always within reach.
3. **Feedback Mechanism:** After resolving your case, you will have the opportunity to provide feedback, which is crucial for our continuous improvement efforts.

### Commitment to Continuous Improvement

At TUT, we are dedicated to delivering high-quality IT services that meet the evolving needs of our diverse community. The implementation of this CRM system is a significant step in our journey toward excellence in service management. By focusing on continuous improvement through your feedback, process optimisation, and the adoption of best practices, we aim to enhance your experience and ensure that your interactions with the University are as seamless as possible.

We encourage all students, alumni, donors, prospective students, and parents/guardians to make use of this new system and to share your experiences with us. Your input will be invaluable as we strive to provide the best possible services to our university community.

### Getting Started

To start using the CRM system, access the [CRM Portal Link](#) and complete the registration process. Detailed instructions are attached and can also be found on the TUT website.

We look forward to your participation and to serving you better through this new initiative.

### ICT Services

