



## International Fashion Academy gaining cross-department efficiency thanks to Microsoft Dynamics 365 and OneWorldSIS



IFA  
PARIS

Customer  
International Fashion Academy  
Paris (IFA)/Shanghai University  
[www.ifaparis.com](http://www.ifaparis.com)

Products and Services  
Dynamics 365 Sales  
Office 365

Industry  
Higher Education

Organization Size  
Medium (50-999)

Country  
France, Shanghai and Istanbul

Partner  
OneWorldSIS  
[www.oneworldsis.com](http://www.oneworldsis.com)



International Fashion Academy (IFA Paris) was founded in 1982. As an educational organization in a competitive environment, in 2013, IFA Paris aimed to equip itself with a CRM and student information system (SIS) capable of providing a solution across departments. With the introduction of a customizable CRM and SIS, IFA Paris has offered its students a streamlined application process while gaining flexibility - powered by Microsoft Dynamics 365.

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Antoine Mousselon, Digital Marketing and Admissions Director at IFA Paris

Founded in Paris in 1982, International Fashion Academy (IFA Paris) has trained professionals across all sectors of the fashion industry. IFA Paris offers training for all disciplines—from certification courses to bachelor's and master's degrees and MBA programs. All tracks are represented in the school, including design, visual merchandising, brand management and marketing, and innovative fields like sustainable development and fashion technology. Internationally, IFA Paris offers courses exclusively in English for undergraduate and graduate programs.

The school has approximately 1,000 students in three countries. In addition to Paris, the school has campuses in Shanghai and Istanbul. To increase its advantage in a competitive educational environment—and improve cross-department efficiency—the organization equipped itself with a customer relationship management (CRM) and student information system (SIS)—Microsoft Dynamics 365 and OneWorldSIS.

Built on the powerful, and extendable

Microsoft Dynamics 365 platform, OneWorldSIS represents a paradigm shift in the way educational institutions manage the complete student lifecycle.

### Simplified solution for students, admissions staff

For students, IFA Paris set up a solution that facilitated registrations and related administrative procedures. "It's a much simpler process and less burdensome for students than having to send a file. We can now start the registration and come back to it later, from anywhere and from any terminal" explains Antoine Mousselon, Digital Marketing and Admissions Director at IFA Paris. They can now focus on their core business of counseling and guidance rather than dealing with repetitive administrative tasks," he adds.

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## Effective Business Development

According to Mousselon, Microsoft Dynamics 365 and OneWorldSIS have had beneficial impact: "Internally, this technology has allowed us to collect data on our potential students who are also customers. We noticed that some of them were gathering information about IFA Paris three or even four years in advance. From that point, and beyond the automation of the first contact, we were able to maintain a link with these potential students."

Mousselon notes, "The image of IFA Paris has improved, and as an organization, allowed us to have a much better commercial efficiency." Dynamics 365 and OneWorldSIS have also provided IFA Paris with "more reliable indicators" of the performance and conversion rates achieved by the school. "Today, we can handle a volume of leads about four times greater than we did before the implementation of the system; with some 12,000 annual contacts, the tool has become indispensable, and the system of automatic responses that was put in place has saved time and efficiency. This is also what is good with this solution: we do not need to systematically call on a third party," explains Mousselon.

## Flexibility and self-sufficiency

Dynamics 365 was initially selected for its cost efficiency, functionality, and flexibility of its CRM and OneWorldSIS. "Microsoft's main competitor at the time offered a less flexible solution than we could claim with Dynamics 365, which is a much more open system, and OneWorldSIS had been recommended to us by Microsoft," notes Mousselon.

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OneWorldSIS offered a turnkey solution that could be adapted to the real needs of IFA Paris, since each school had its own admissions process. "You had to create programs, including an online application program that allowed candidates to pay application fees and record payment tracking. With the APIs developed by many other systems to connect with each other, we were able to connect some of the ones we already used to the new CRM. Others will be in the future; it is part of our longer-term projects because it is infinitely flexible."

In addition to technical support, the school appreciated the flexibility and availability of support teams at OneWorldSIS: "Despite a time difference of 12 hours, we were able to count on their responsiveness, and even their proactivity," says Mousselon. "There is a real follow-up. OneWorldSIS keeps us informed when new features could interest us. We have always had a good working relationship, which has allowed us to be effective."

The organization has particularly benefitted from the cloud solution. "The marketing and IT departments worked hand in hand," says Mousselon. "It was very interesting because it brought a complementary vision for the development of the CRM on the one hand, and it allowed the marketing teams to get involved in the real management of the project to, later, be able to know what could be put in place. This is a crucial point for us as improvements are made internally continuously alongside the admissions section."

## Autonomy of action

For Mousselon, the most appealing aspect is the system's autonomy. "I was surprised because I initially did not think that a system like this would be as practical for a smaller educational organization. Usually, this type of technology is for large companies with developers and technology resources that we do not have in-house. Yet, it is a system that adapts not only perfectly to our needs, but has the merit of being usable in almost total autonomy, once the foundations of the system are put in place. It's possible to put a lot of features in place thanks to the workflow system; it adds to the flexibility of the solution. "

Technology advancements do not stop there. IFA Paris plans to put several other functionalities in place, including billing and integration with the learning management system (LMS), which will offer a more developed portal where information is grouped together.