



West Kent College

Total Solution Mapping™

“It was clear that we needed to find significant efficiencies in our activities if we were to continue growing our employer engagement activities. ACTIVE Total Solution Mapping™ ensured we could find the right path to take and the results have been impressive. The system and the support that ACTIVE offer us, are at the heart of a wide range of activities that we are undertaking to ensure significant and sustainable growth.”

Chris Hare, Vice Principal, West Kent College

West Kent College are located in a relatively rural setting, but within easy travel distance of London, Hastings and the Medway towns. The college has over 600 staff and provides a wide range of courses to around 2,500 full time students. Similar to other providers in the Further Education sector, the college have a focused resource to ensure significant revenue through employer engagement, driven by the college's business development team. Over 60,000 businesses reside in the county.

The Challenge

Account managers within the college's Business Development team traditionally defined their markets using a sector-specific approach.

The success of the college's account management activities lead to increasing the size of the team but a large amount of time was still spent travelling to and from clients. Consequently travel expenses increased significantly. In addition, inefficiencies relating to time management and the number of appointments per day became more prominent as different account managers repeatedly visited the same areas.

The Solution

West Kent College used ACTIVE Total Solution Mapping™ to define geographic territories across the region and match the base locations of each of the college's account managers. The solution, combined with the college's CRM system, was used to map out the college's active customers and define new client lists for each account manager. When new clients are recruited, they are mapped against individual territories before being assigned to the appropriate account manager.

The Result

Geographically defined territories has meant account managers operate in a much more efficient manner.

Travel commitments have been greatly reduced. The number of customer visits per day has increased and travel expenses have decreased as journeys are no longer duplicated. The relationship with the regional skills broker, Skills South East, has also improved as the college territories mirror the broker's territories. Both parties promote each other's products for mutual benefit.

Within three months of the reorganisation, the results have been impressive – the number of customer visits per day have increased by 40% and travel costs have reduced by 25%. This project alone has provided a full return on their investment.



Key Benefits

Client visits per day increased by **40%**

Travel expenses reduced by **£14400 pa**

Skills South East referrals increased by **50%** per month

Future Projects

Learner retention

Target marketing

Funds audit

Establish baselines

Employer engagement

Products used



TSM
total solution mapping