



School

Institut Químic de Sarrià

Challenge

IQS recognised the need for a technology platform that would enable their institution to share information across different departments and create a unified system to improve institutional efficiencies, automate processes and communications and engage the entire IQS community.

Solution

IQS utilised Salesforce.org Education Cloud to consolidate all its data, unify its operations, and advance its constituent-specific initiatives.

Products

- Sales Cloud
- Marketing Cloud
- Experience Cloud

Results



By increasing efficiency and automating standard processes and communications, IQS has been able to provide a better service to all prospective students and to follow up with each individual in a more personal way.



They increased by 30% the time dedicated to personal follow up with not only undergraduate, graduate and executive programs students but also with companies offering internships and jobs to the careers portal.

Strengthening the Student Experience by Modernising Internal Operations

For Institut Químic de Sarrià (IQS), effectively engaging its community—prospective students, students, alumni, and partner corporations—is critical to strengthening its student enrolment and financial health. Based in Barcelona, IQS has evolved into an international leader for advanced engineering and management programmes. Like many institutions though, IQS's vision and growth were outpacing their internal infrastructure.

In order to continue broadening its international offerings and offering outstanding international student experiences, IQS recognised the need to transform their internal operations. The transformation started with undergraduate and graduate programmes admissions—and quickly scaled to other IQS departments that were operating in silos and lacked modern digital tools to optimise processes and reduce human error.

"We needed to improve efficiency across the university," said Narcís Vidal Borrell, IQS's Head of Digital & CRM. "Our information and technology systems were siloed and information was shared using a spreadsheet, which resulted in numerous errors and significant staff time wasted on low-value tasks."



Implementing Salesforce to Build Efficiency and Flexibility

IQS selected Salesforce.org Education Cloud as the platform to elevate and modernise operations and best align with their prestigious institutional reputation. The first objective was to create a more flexible and efficient environment for the university's departments. That's why IQS sought to consolidate all its data into Salesforce, thus giving staff the automation and internal organisation needed to deliver on the university vision.

IQS unified its operations and advanced its operations with Salesforce products, using:

- **Sales Cloud to create a streamlined hub** for all lead management efforts among undergraduate, graduate, and executive programmes.
- **Marketing Cloud to deploy a more cohesive approach to marketing and communications**, creating greater alignment for brand outreach.
- **Community Cloud to nurture deeper engagement** in its alumni community, foster networking opportunities and support student employability with an online portal to jumpstart their careers.

"We chose Salesforce because it is a flexible, adaptable solution with great potential to optimise the relationships with all the contacts in our databases."

— Marta Tena, IQS Director of Marketing and Communications

The Result: Automation, Personalisation, and Efficiency

As IQS continues its accelerated growth, Salesforce has enabled staff to build resiliency and handle new challenges with greater organisation and process clarity.

Using Salesforce, IQS have gained insights into their operations and have improved their ability to engage with all stakeholders.

With Salesforce, IQS staff are now:

- **Increasingly efficient** due to the consolidation of data, gaining a 360-degree view into students and operations, and the automation of business processes. For instance, it allowed IQS staff to reduce by 40% time spent on common tasks in career services.
- **Well-positioned to respond flexibly and efficiently** in support of IQS's strategy.
- **Offering a superior student experience**, thanks to personalised, timely communications and high-performing career services.
- **Data driven in their decision making**, thanks to the insights they can get on students and student interactions as well as the team's activities and performance.
- **Providing alumni with a portal to explore job opportunities** from partner organisations, register for IQS events, mingle with other alumni, and keep their information up to date.

"Salesforce has empowered our staff to do their jobs so much more easily, effectively, and efficiently that even those originally reticent about the project are now fully onboard."

— Narcís Vidal Borrell, IQS's Head of Digital & CRM

Looking Ahead

IQS has plans to advance its Salesforce capabilities in additional areas of the university, including Tech Transfer and IQS Business Foundation.

➤ About Institut Químic de Sarrià

Located in Barcelona, Spain, IQS was founded in 1905 and is one of the founders of Ramon Llull University. Today, the institution welcomes approximately 2,000 undergraduates & postgraduates students across its School of Engineering & its School of Management. Besides these programmes, IQS also trains professionals through IQS Executive Education, delivers advanced research services via IQS Tech Transfer and supports technology entrepreneurship with IQS Tech Factory.

[Learn about IQS.](#)