

Four best practices from 3iS



The International Institute of Image and Sound (3iS) is home to the largest audiovisual campus in Europe. Offering a range of film and audiovisual programs, this institution of higher learning is built on the values of passion, creativity, and excellence, preparing future generations of international creatives.

"At the beginning, we were a film school in Paris with 200 students. Today, we have expanded to include sound, animation, entertainment and events, and more recently acting, on five campuses in France. We'll welcome 3,000 students next year," said Anthony De Faria, Director of Operations at 3iS.

3iS launched an integrated admissions and operations management platform that gives 3iS teams the tools to transform administrative processes, achieve operational efficiencies through workflow automation, pool information across all campuses, and personalize the student experience.

De Faria shares four best practices from this work.

1. YOU DON'T HAVE TO DO IT ALL YOURSELF.

By moving to the cloud, the 3iS team put in place an agile solution that they were able to quickly scale and adapt to meet their needs. The first step in their transformation: creating their list of specifications. "We weren't able to do that alone, because there was too much of a digitization and process backlog," explained De Faria. So the 3iS team worked with Uprizon, a Salesforce platform integrator partner, to help them design the structure and deployment of their project. "It went extremely well," confirmed De Faria.

Working with partners has allowed the 3iS team to quickly adapt requirements as changes occur. This way, the team can focus on supporting students and differentiating 3iS in the market.

2. PUT THE BUSINESS AT THE CORE OF YOUR TRANSFORMATION.

For 3iS, a successful transformation of this magnitude required engaged involvement from all teams. "It's a process that is more human than digital at the beginning. So you need to take a human approach to understand how things are done first, instead of going straight to setting up the tool," said De Faria.

3iS launched an in-depth training program to teach teams how to use the platform and how it adapts to their needs, as well as to drive buy-in of the new tool, bringing users along from the start - especially novice users.

"There was a real desire to evolve the tool. A successful deployment of a platform like this requires the involvement of every stakeholder because it will have a very real structural impact on the way they work," explained De Faria.

3. UNLEASH THE POWER OF YOUR DATA.

The new platform makes data accessible to 3iS teams across all campuses, providing them with a single source of data that they can use to better inform their short- and long-term activities. "It allows us to see very quickly which business units have had good growth as a result of a specific sales activity, for example," De Faria explained. "In the longer term, we can now forecast the year six months in advance."

This new platform also allows for the creation of marketing programs that bring relevant content based on the prospect profiles, providing a more personalized student experience from their first visit to the 3iS website. "For example, when we have a segment of students who are interested in sound, we can invite them directly to a mini live concert, whereas before we would have sent the invitation to everyone. This way, we avoid sending students communications that aren't relevant to them."

4. USE YOUR DATA TO TRANSFORM OPERATIONAL EFFICIENCY INTO ADDED VALUE FOR EMPLOYEES.

By automating processes and workflows, 3iS has been able to free up the time employees spend on administrative and operational tasks which allows them to focus on higher-value projects. "They used to get so caught up in paperwork that it was all they did. But now I've been able to put the admissions officers back on more interesting projects - for example, working on discovery workshops with students," said Anthony De Faria.

Digitization is helping 3iS to drive employee satisfaction, key to limiting turnover and to more easily recruiting employee profiles that they can train and support throughout their careers. "The platform is performing the least interesting work, leaving the most interesting part to the person. We've been able to raise employee satisfaction and to make what they're doing more meaningful to them," concluded De Faria.

