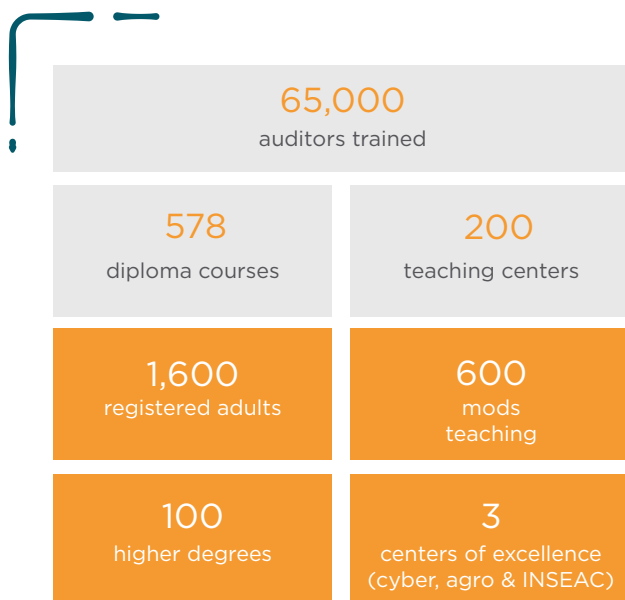


DESIGN AND DEVELOPMENT OF A SCHOOL
MANAGEMENT APPLICATION AND WEBSITE le cnam
Bretagne

For this **professional training organization**, OJC Software deployed its expertise by developing a tailor-made internal management application and a collaborative website.

Key figures 2020



Customer challenges

- Facilitate the **management of applications, quotes and registrations**
- **Modernize the public site** to improve the brand's national leadership position
- Increase the **conversion rate** of visitors into customers
- Optimize **employee productivity** and facilitate their daily work

Context

CNAM Bretagne offers a very wide range of training programs for adults and companies in continuing education or work-study. In order to meet the current challenges of their targets, the establishment called on OJC to overhaul their website and develop a new internal management application.

The OJC Consulting team is very professional and passionate. OJC was able to support us perfectly in the design of our various tools and was attentive to our requirements. They offered us the best technical solutions to make our projects a success.

Aurélie HERAULT
Communication Director
CNAM Bretagne

OJC HAS PROVIDED CNAM BRETAGNE WITH A POWERFUL TOOL THAT EFFICIENTLY SUPPORTS ITS PROCESSES AND COMMUNICATION



OJC Software was extremely receptive to our situation and specific needs, and integrated them into a smart and efficient design.

Aurélie HERAULT
Communication Director
CNAM Bretagne



Web solution

The solution developed by OJC Software is a complete management application and a website interfaced in real time. This solution allows:

- The presentation of all **training courses and diplomas on the public website**, as well as its real-time updating from a national database provided by the CNAM parent organization.
- The **simulation**, by the staff or the users of the public website, of training cursus, schedules and financing solutions
- The communication of **quotes and contract proposals** to prospects
- **Online registrations** and **payments**
- The **management of appointments** and the tracking of each contacts' interaction with the CNAM Bretagne

Recognized gains

The deployment of this application has enabled the organization to achieve the following objectives:

- **Attract more Internet users** and improve the transformation of prospects into listeners; in particular by improving **the ergonomics** of the site and financing courses and simulations
- Reduce the **administration time** of **the catalog of training and diplomas**
- Simplify the **generation and processing of quotes** and registrations
- **Improve the traceability** of interactions between the different actors
- Improve working conditions and **employee efficiency**



TRAINING MODULE

courses and diplomas
catalog management

QUOTE MODULE

simulation, quote
and training contract
management

REGISTRATION MODULE

online registration
and payment
management



CONTACT MODULE

contact request
and appointment
management