



# Amsterdam University of Applied Sciences

eliminates manual workflow  
with advanced CRM



The Amsterdam University of Applied Sciences is home to 43,000 university students who must complete an internship during their studies. This requires coordination of students, participating companies, and faculty and staff. HvA has an extensive network of companies and relationships available to their students. Now, these are all arranged by a Betty Blocks CRM.

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# The Application

An advanced CRM that matches HvA students with an internship placement according to program and workfield, and allows faculty and mentors to track student progress.

## Backlog of paperwork

Requests and paperwork used to be processed manually, and were spread among mail, web forms, and paper copies. Each of these had to be processed manually, which was very time consuming and prone to errors. It was easy to lose information, and there were delays in placing students. It was also difficult to coordinate with internship placements to monitor student progress, leading to a lack of centralization overall.

## No more manual workflow

HvA approached Betty Blocks for help creating a solution to match students as efficiently, effectively and automatically as possible with the HvA's network of companies. Betty Blocks developed an advanced customer relationship management system (CRM) in just 7 weeks. With the new CRM, students submit requests for an internship match, which are now processed automatically, and sort students according to program and workfield. The process is now faster, easier and more accurate.



**3 days**

to working prototype

**7 weeks**

to implementation of whole system

**3,300**

users supported

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### Multi-device accessibility everywhere

The Betty Blocks CRM is accessible as a mobile and web format. This means that all professors and internship mentors can have access to the app and enter data about a student's progress from wherever they are.

We can now match the supply and demand of practical assignments and internships much better. Besides this, we also have a better understanding of the progression students make. Therefore, we can guide them more closely.



**Piet Dekker**  
Intern Coordinator at HvA



## Key findings

- Working prototype ready within 3 days
- Development and implementation of system in 7 weeks
- Mobile device accessibility for clients and employees
- Intuitive interface and highly flexible for making adjustments

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## Want to know more?

Want to learn more about building CRMs with Betty Blocks? Check out our [blog post](#) on using Betty Blocks to integrate CRM software with an API!

**By 2023, anyone can build an application.  
The future of innovation lies in the hands  
of humans, not systems.**

This project completed by our partner:

## HOLDER

Holder is the first 100% Betty Blocks developer. With a dedicated team of fun people we have made digital transformation happen for future-oriented businesses since 2002. With a straightforward, no nonsense and a bit rebellious way of doing things, we turn your innovation into a rock-solid web application.

## FORRESTER®

Forrester VP John Rymer featured as Betty Blocks on Stage keynote speaker

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