

T R I B A L

Tribal Dynamics

Service Definition

G-Cloud 15

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About Tribal

Tribal is a leading global provider of software and services for education institutions. We deliver student information solutions for Further Education, Higher Education and work-based learning providers worldwide, and offer quality assurance and benchmarking services to support excellence across the education sector. Our goal is to become a pure-play EdTech SaaS business with global reach, empowering over 500 institutions around the world through our innovative solutions.

Our software and services enable institutions to improve the quality of the student experience, while operating more efficiently, and ultimately helps deliver improved outcomes.

Tribal Dynamics G-Cloud Offering

Recruitment, retention and re-engagement are the three Rs of Further and Higher Education. The nature of engagement with students in today's evolving market has never been more challenging. Today's students demand so much more from their experience.

In today's changing market, the need for a solution that caters for the multi layered approach to marketing and communication is fundamental to staying ahead of the competitive curve as well as selecting the most appropriate students to the courses and programs offered.

Tribal Dynamics enables organisations of all sizes to track, manage and report on customer interactions and leverage that data to provide:-

- A 360 degree view of the customer relationship
- A better customer service by streamlining and automating interactions
- Automated business processes to reduce manual tasks and duplication of effort
- The ability for managers to monitor key metrics and make better business decisions

By building on the Microsoft Dynamics 365 platform Tribal Dynamics provides a number of significant advantages over competitive CRM systems, including:

- Full Cloud & Mobile access
- Seamless integration and interactions with Office 365 and Power BI
- Ability to be configured and customised to support local operating and reporting preferences
- Taking advantage of Microsoft Cloud Solution Provider (CSP) licensing

As a Microsoft UK Higher Education Partner, Tribal Dynamics views our partnership with Microsoft as key and fundamentally enhances our ability to deliver some of the most innovative solutions available in the market, as well as providing significant benefits in terms of reliability, security, data integrity and interoperability all out of the box under the one Microsoft umbrella.

Dynamics Accelerators

Whilst Microsoft Dynamics 365 delivers a comprehensive range of generic CRM capability it contains no education-specific functionality. The choice for institutions is to spend valuable time and resource to configure and customise the standard product or engage an expert like Tribal to deliver the specifics which ensure good user adoption.

To enable this, we have built a range of out-of-the-box accelerators, which simply plug into the core Microsoft Dynamics 365 system. The deployment of the relevant accelerators increases the degree-of-fit from standard software thus reducing the implementation cost and shortening the implementation timeframe. Tribal Dynamics software addresses the key operational areas for student recruitment and retention:

- **Student Recruitment** Optimises enquiry management and conversion tracking
- **Student Marketing** enables marketing teams to seamlessly manage campaigns across the student lifecycle using modern martech functionality such as real time marketing
- **Student Support & Wellbeing** Brings a student-centric approach to supporting students to academic success
- **Business Development** Empowers your commercial teams to develop recruitment, research and partner opportunities
- **Vacancy Management** allows apprenticeship teams to manage vacancies, match with available students and manage the interactions and touchpoints throughout the apprenticeship period
- **Tribal Portal** The introduction of Dynamics 365 brought exciting new Portal capabilities into the Online deployment of Microsoft's CRM offering, which enables any part of the system to be exposed via a configurable webpage.

Governance

Tribal Group holds certification for both the ISO 27001 standard for Information Security and the ISO 9001 standard for Quality Management. Being globally aligned and ISO certified forms an essential part of our risk mitigation strategy and provides assurance for our customers. In 2026 we will maintain our current ISO certifications and will continue to align our business continuity activities with the ISO 22301 standard for Business Continuity.

Tribal will agree to a set of Quality Key Performance Indicators (KPIs) to monitor the quality-of-service delivery through each project. These will be reviewed to the standards agreed and any corrective actions will be dealt with accordingly and approved by the client. Quality monitoring and reporting will be managed through regular contact with the client by a nominated account manager.

You can see our [accreditations here](#).

Service Management

Tribal provides a full range of support services for our solutions, including:

- Full Tribal Cloud Services team
- Service Desk
- Product expert support
- Support Portal
- Customer community forums
- Online release webinars
- Professional Services Consultancy

Service Levels

SLAs for support desk services follow a formal structure, with specific metrics dependent on the customer's specific implementation and preferred support arrangements.

Helpdesk Hours

The Tribal Service Desk provides dedicated support to external customers and is staffed by a team led by a Customer Support Manager. The Service Desk operates Monday to Friday, from 9am to 5.00pm, excluding public bank holidays.

Incidents are logged via the Support Portal and are processed by the Service Desk, which assigns the appropriate priority level. The Service Desk provides comprehensive call reception and case management service, tailored to meet individual customer requirements.

The aim of the Service Desk is to deliver a high-quality service, with a strong focus on ownership, effective customer liaison and prompt resolution. All Service Desk activities are fully covered and measured in accordance with the formal Service Level Agreement (SLA).

On-boarding and Off-boarding Processes

On-boarding

Our professional services teams will engage with the Client to discuss the implementation.

During the implementation phase Tribal's Implementation Lead will be the key point of contact for communications; they will work closely with the Client Project Manager and will liaise with senior managers in the Tribal team to ensure that the appropriate resources are made available as required.

Off-boarding

An outline exit plan will be provided on request. This will provide the timetable, procedures, responsibilities, and information required of the Client and Tribal to ensure that the service is terminated, and data transferred as required.

Training

Training will be scheduled as part of the project plan and agreed by both parties.

Post Implementation Customer Success

Tribal understands the importance of good relationship management and we want to build a long-lasting, mutually beneficial relationship with you. We will provide you with a Customer Success Specialist, who will be your key point of contact throughout the lifetime of the contract. The Customer Success Specialist is focussed on understanding your objectives and desired outcomes, proactively driving and monitoring the adoption of the solution and developing a positive customer experience for you.

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