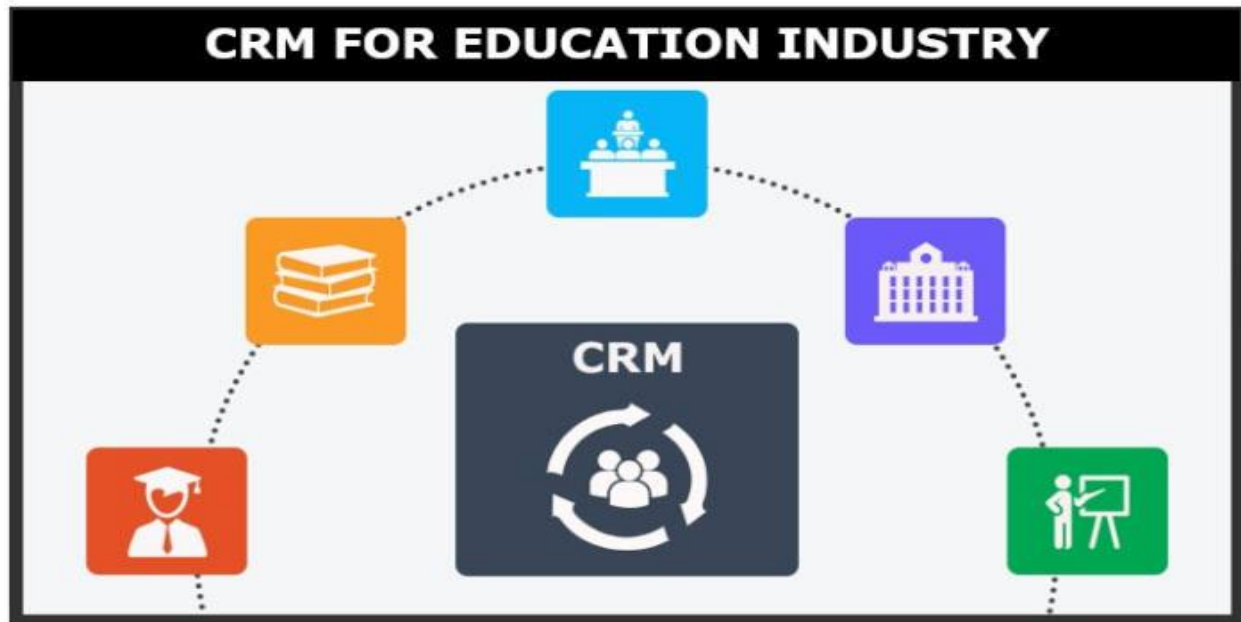


CRM for education industry



Team Leader : Balaga Nandini

Team member : Duggineni Chakravarthi

Team member : Gantla Lokesh

Team member : Genji Sampath

Team member : Jalli Harshitha

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Introduction

THIS PROJECT HELPS YOU TO MAINTAIN AND MANAGE THE SCHOOL RELATED PROBLEMS WHICH FURTHER CAN BE MODIFIED BASED ON THE REQUIREMENTS.

What is a CRM: How and Why Your Small Business Should Use It



A CRM tool will catapult your small business to a new level if you know how to use it. That's why I created this article to show you how. We've discussed in detail how 5 companies use CRM to increase revenue by 839%.

When you're doing business over the internet, you've got to understand that you operate within a global economy that

follows brands. Your target audience wants to buy, relate, and communicate with your brand in countless ways.

In the same vein, your competitors are everywhere and the barriers of market entry are low, increasing competitive intensity.

You need a CRM to keep pace, outsmart your competitors, and thrive in this ever-dynamic marketplace.

What is a CRM?

CRM stands for Customer Relationship Management. This is the process by which companies manage important information about their leads and customers. CRM, which is also commonly used in place of CRM Software, helps businesses to track their interactions with leads and customers

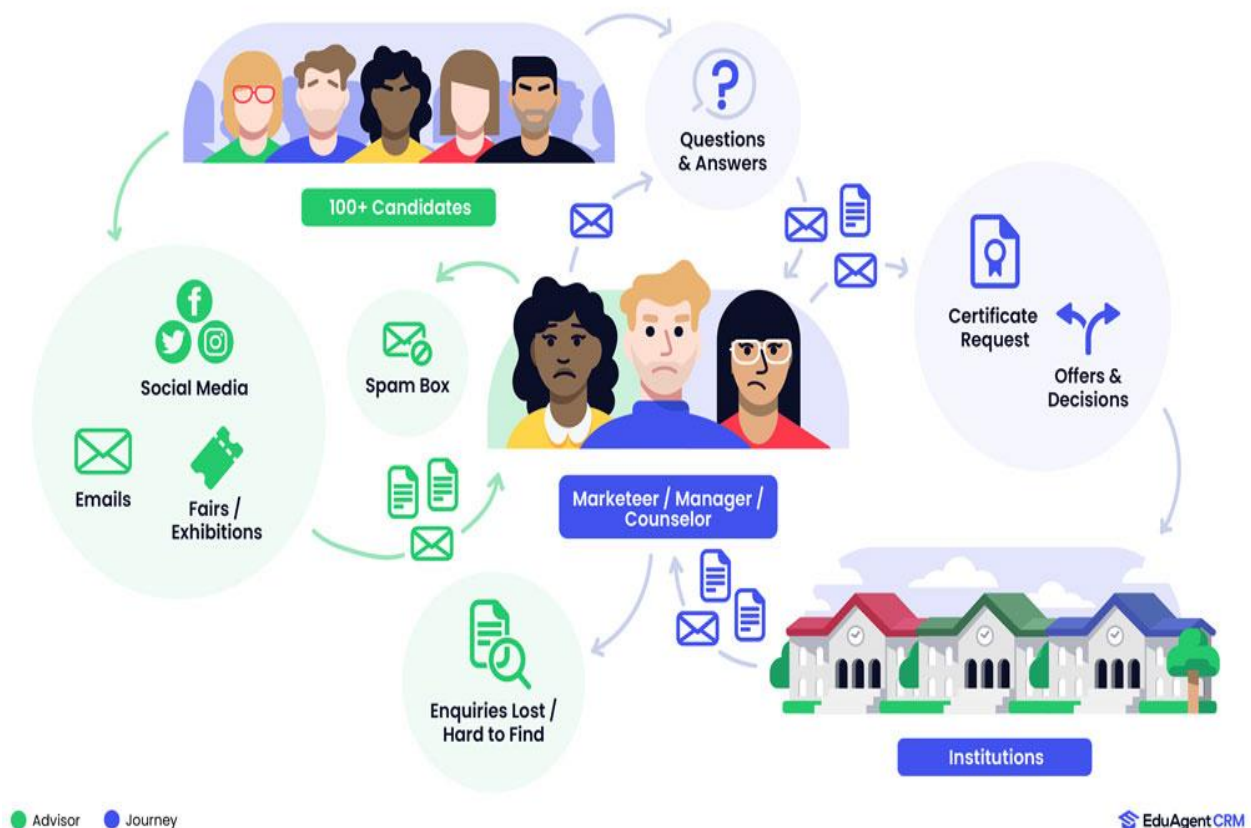
Likewise, this CRM tool helps a business to know what stage each contact is (e.g., awareness stage or consideration stage), and the actions to be taken to turn them into customers.

With the right 'nurture campaign,' you can get a paying customer for your business. You can even land a big customer.

But to increase the number of customers you have, and to make them repeat customers, a CRM software is an essential technology your business must invest in.

Running An Education Services Business Can Be Overwhelming

The education recruitment business can be complicated, with so many steps, business processes, conversations to have, expectations to meet and people to manage.



An Education Agent Focused CRM Build Around Industry Best Practice

The entire system has been streamlined around this simple ten (10) step workflow below.



10 Reasons Why your business needs a CRM:

Having provided a brief explanation about CRM, what are the specific benefits your business will gain with the use of a CRM software today?

1. Customer Relationship Management for Sales

An information about your customers gives your business an edge; since you're able to communicate your message better -- thus increasing sales and revenue.

A study by Salesforce shows that CRM can increase sales by up to 29% and sales productivity by up to 34%.

Aberdeen Group found that effective sales organizations are 81% more likely to be using CRM or other record systems.

Let me give you an instance: One of your leads lands on your website and reads 3 pages/posts about a particular product. Then they visit your sales page for the same product. What does this tell you?

They have a considerable level of interest in your product. With a CRM software, you'll be alerted about this particular lead. Then you'll follow up with a 'relevant and irresistible' offer or even a discount to make sure such a lead buys from you.

What if you have no CRM? You could lose that sale to a competitor who uses CRM.

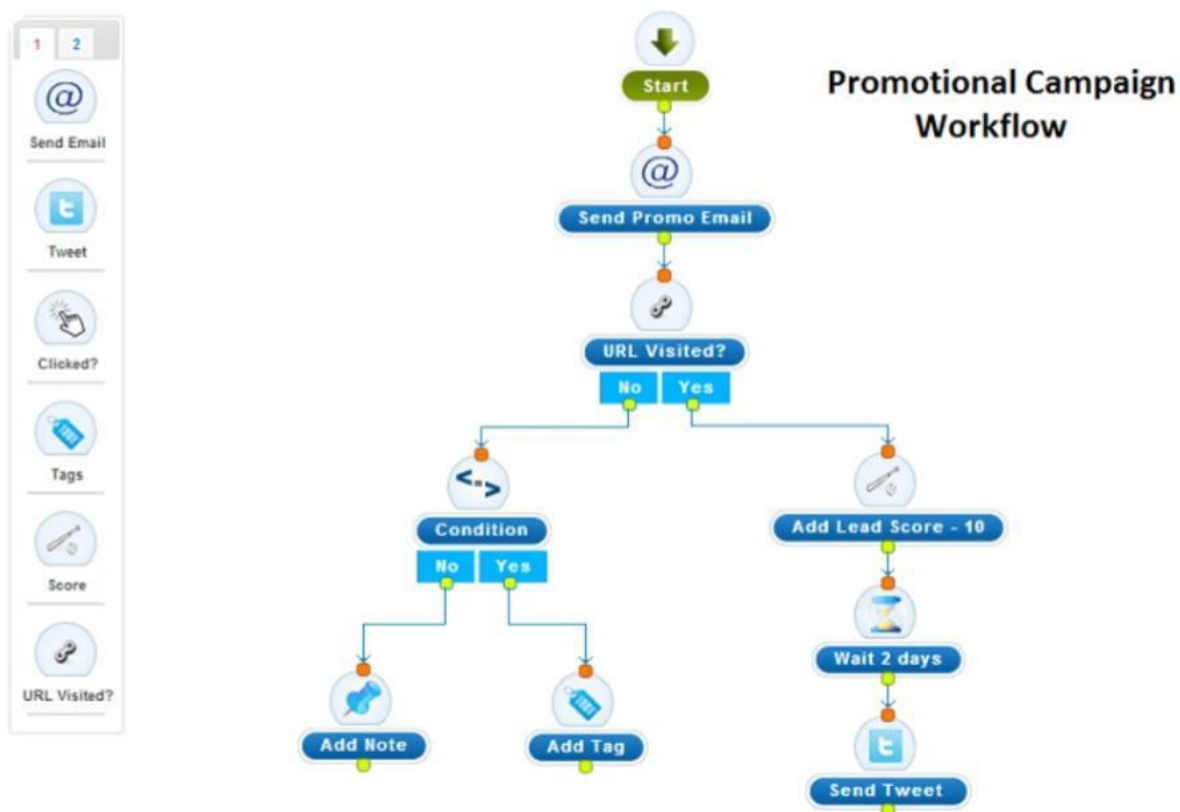
That's why more businesses are spending a part of their budget on CRM. At the end of 2017, CRM overtook database

management systems to become the biggest software market. Gartner predicts CRM spending will exceed \$40 billion in 2018 due to a growth rate of 16%.

2. Marketing Automation

In time past (about 20 - 30 years ago), companies have records of their leads and customers on paper. They have to take every action manually. How stressful was it?

Of course, it's only human that they'll forget to call one lead or send product information to another lead. It was common to see many sales slip through these cracks. But not anymore.



CRM systems help you to automate your marketing efforts based on the actions of your leads and customers. Why? So that when they read articles about a product, your CRM can tag them as being 'interested' in that product and automatically send relevant offers that you have provided.

Or when they abandon their cart at the point of buying, your CRM could trigger a "cart abandonment sequence" that would send relevant offers via email marketing to make them complete their sales.

AgileCRM does it better. Here's an illustrative example of a promotional campaign workflow:

With the use of CRM, you can automate most of your marketing tasks. It all depends on your creativity really. VentureBeat reports that marketing automation users had an 80% increase in leads acquisition and a 77% increase in conversions.

3. The Flexibility of The Cloud

The Internet has made many changes on how we do business. But even the Internet of 10 years ago is different from that of today.

How? Speed.

Due to more functionality of websites, the Internet is getting faster and more secure. With most CRM tools now hosted on the cloud, there is a better security for your customers' information.

Also, you don't need to install software manually on hundreds of computers before you can implement the system. You can store as much information as you want as the cloud gives you a flexible infrastructure.

The flexibility of the cloud also allows you to have remote workers who can have access to the CRM while they're out of office. Salesforce was the first company to offer CRM through the cloud but other companies have since followed suit.

In a study by Software Advice, they found that 87% of companies preferred cloud-based CRM in 2014 compared to only 12% in 2008.

4. Replicating Best Practices

For most businesses, employees have no access to their best practices on how to interact with customers.

However, with a CRM, every information about your best practices with respect to interacting with customers is available to all your employees. This makes it easier for employees to follow these best practices while serving your customers.

A large pharmaceutical company wanted to merge its R&D division in the United States, Japan, and Europe. They wanted to harmonize their standard operating procedures (SOPs) to eliminate inconsistencies in their operations.

With the development of a single system that harmonized their processes and best practices, they reduced their SOPs by 40%.

5. Keeps Your Team Organized

One of the major issues companies faced in the past was the presence of silos.

For example, a marketing department has some information about leads that are unavailable to the sales department, yet the sales department needs this information to turn these leads to customers.

This makes the company look disorganized. With the right CRM, every department has access to all the important information they need about a lead.

In some cases, customers communicate with a company on different channels. For example, a customer might continue a phone conversation via an email communication.

CRM tools help businesses to keep track of these cross-channel interactions. The teams are organized as customers' interactions with various departments are seamless due to their access to information that used to be unavailable. In a study by Software Advice, 74% of CRM users claimed it gave them a better access to customer data.

With the use of CRM, Mayfield Plastics was able to reduce their customer service response time from 4 days to a few hours as they spend less time looking for customer's information.



6. Effective Risk Management

One of the most important elements of risk management is being able to identify the risks. With a CRM system, you're able to identify risks easily which helps you to effectively manage the risk.

Apart from identifying risks, a CRM also gives you information to understand the details of the risk.

For instance, you can easily identify a dissatisfied customer by what they posted on social media about your company or how they communicated with your sales reps.

Likewise, a department head can easily identify an employee who is having awful interactions with customers that may lead to the loss of those customers. With this information, companies are able to minimize risks in their business.

7. Doing More With Less

Even though many may consider the cost of installing a CRM software expensive, it depends on how you look at it. Is it up to the wages you'll pay an extra employee?

Yet no single employee is capable of all the automation and other features that a CRM offers you. Furthermore, a CRM makes all your employees more effective in turning your leads into customers and turning your one-time customers into repeat customers.

Your employees can interact with many customers now while delivering a higher level of customer satisfaction. In a study by Capterra, 47% of CRM users claimed it improved their customer satisfaction and the same percentage believed it improved their customer retention. And you can achieve this at a lower cost than it would take to hire an extra employee.

8. CRM Saves Cost in the Long Run

With the use of CRM, you get more ROI in the long run. The amount you invest is drastically reduced as you don't need to install IT infrastructure or other hardware before you can use it.

More so, it reduces the need to hire more employees as the CRM reduces the workload of the current employees. According to Nucleus Research, companies get \$8.71 return on \$1 spent on CRM.

9. Customer Intimacy

When you have vital information about your customers, your interactions become better and more intimate. Furthermore, customers appreciate the fact that you know some things about them without having to ask questions all the time.

Also with CRM systems that integrate with social media platforms, you can have more interactions with your customers. This will improve intimacy and allow you to serve the customers better.

When you improve your service, customers become happier.

This shows that you care about your customers. Many customers find themselves going back to Amazon to buy more and more products because Amazon knows them so well.

With its efficient recommendation system which recommends products to users based on their past purchases, customers find more things they want with their upsells and cross-sells.

Amazon also builds an intimacy with customers because the company can recommend what customers want before they start searching for it. With these strategies, Amazon has been able to turn 80% of its customers to repeat customers.

10. Email Automation

One of the most intimate ways you can connect with your customers is through email. Your message can get lost on social media due to NOISE.

No matter the amount of promotion you do, you can only reach a small number of your potential customers via other channels other than the email.

When it comes to the effectiveness of your marketing campaigns, it will be hard to find a channel that beats email. That's why marketing experts recommend you have an email list for your business as soon as possible.

Marketers don't just love email, research shows that for every dollar you spend on email, you make \$44 as returns.

Why is email marketing so effective? It's because people check their emails regularly.

As long as your message is delivered, most of your email subscribers will see it -- which is already a better chance than you'll have on other channels. Statista estimates that 98.4% of Americans open their emails at least once in a day and 38% open it at least 10 times.

Having stated all these advantages of email marketing, a CRM even makes it more effective with automation.

With a CRM platform like AgileCRM, you can build an email list to engage with your leads and customers. Interestingly, you can also connect your email marketing software to your CRM.

After that, you can send personalized messages to each of your subscriber based on their interactions with your website, marketing message, and sales reps. Why is this important? Personalized email subject lines are 26% more likely to be

opened and marketers have increased their email revenue by 760% due to segmented campaigns.

With email automation on your CRM software, you can make a lot of sales and satisfy your customers while automating every aspect of your marketing activity.

What is an Education CRM Software?

An Education CRM is a purpose-built solution that can empower an educational organization's sales and marketing teams to drive more learner conversions. It equips teams to be more efficient and productive by allowing them to engage contextually with prospective learners and learners. It is different from a B2B Sales CRM which typically involves a long and complex cycle, used mainly by sales representatives in organizations.



A B2B Sales CRM is not designed to handle high-volume calls, data analytics, tracking, and reporting which educational organizations like Ed-Tech companies and coaching and training institutes need in today's day and age. Meritto's B2C Education CRM solves all these problems with its deep focus on learner touchpoints and their enrollment journey. It is widely used by large call center teams & on-field sales representatives and has features like Sales Execution & Automation, Sales Tracking & Performance, Marketing Automation, and Integrated Payment Management which is a unique differentiator. It empowers sales & marketing teams to fasten deal closures and track campaign effectiveness with real-time data.

What is an Ed-Tech CRM?

An EdTech CRM is a unified platform for learner acquisition, retention, and upsell. It allows EdTech companies to get higher efficiency from their sales and marketing teams and eventually boost their enrollments and retention rates. It generally consists of features like Sales Execution & Automation, Sales Tracking & Performance, Sales Notifications, and Marketing Automation.

Unlike a generic sales CRM, Meritto's purpose-built EdTech CRM is primarily designed to super-charge Marketing Teams to attract the right audiences, run complete inbound marketing campaigns at scale, and contextually nurture leads down the

sales funnel. Further, it equips the Sales Teams to drive leads to closure with powerful management, performance reporting, and notifications. What stands out is its Integrated Payment Management feature that makes it easy for sales teams to actually convert learners and the management teams to track the effectiveness of campaigns.

How is an Education CRM different from a Sales CRM?

An Education CRM is a purpose-built solution that can empower an educational organization's sales and marketing teams to drive more student conversions. It equips teams to be more efficient and productive by allowing them to engage contextually with prospective learners and students. It is different from a B2B Sales CRM which typically involves a long and complex cycle, used mainly by sales representatives in organizations.

An Education CRM is vertically focused and explicitly designed for educational organizations like EdTech Companies, Coaching & Training Institutes, Study Abroad Consultants, K12 Schools, Play & Pre-Schools, and Higher Education Institutions to grow their enrollments by equipping and empowering their sales and marketing teams to be more productive, fast and efficient. It effectively deals with a higher volume of student leads that

sales and counseling teams work on by directly reaching out and engaging the decision-makers i.e. potential students. An Education CRM helps sales and counseling reps to do it effectively by giving them all information about the potential students in a single view, where they can call, send an email, or WhatsApp, add notes, and mark follow-ups based on the lead stage in the enrollment journey.

A Sales CRM on the contrary is horizontally focused and designed for B2B Sales where a sales rep's work revolves around mapping organizations, defining quota, or deal management. The volume of leads they deal with is lower than the volume that sales and counseling teams in education organizations deal with, which is about thousands of leads in a year. It's precisely why one can't be used as a replacement for the other and it is important for educational organizations to choose a purpose-built solution like Meritto's Education CRM that fits around the way their teams work.

How does ERP compare to Education CRM? Do I need both?

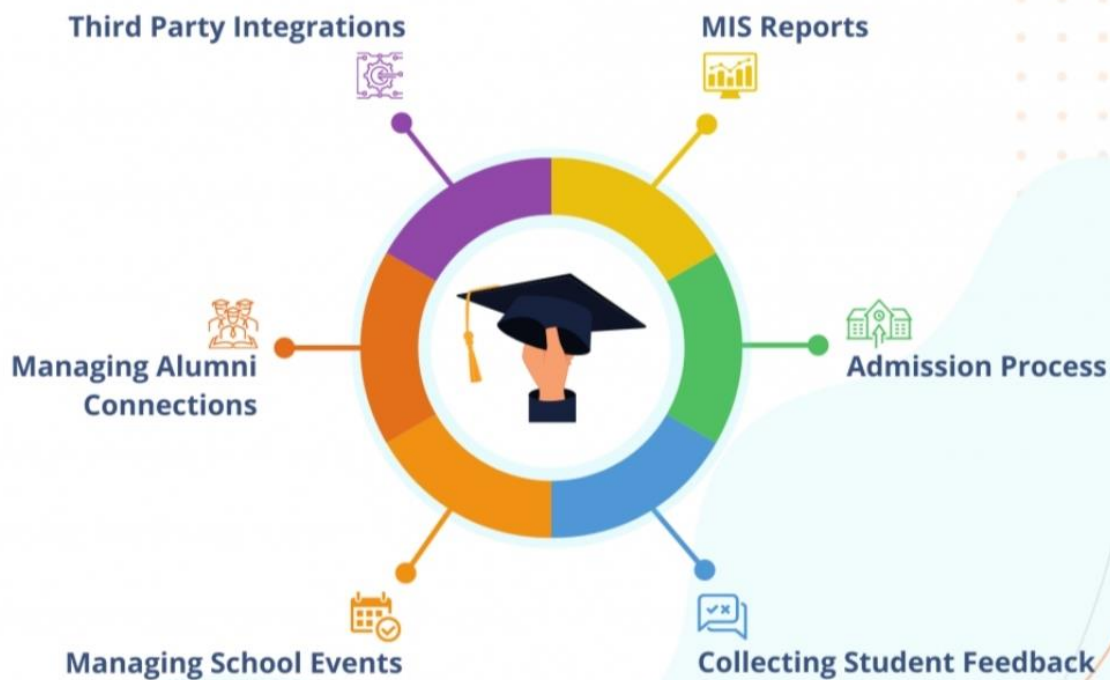
Though most people often think that ERP and CRM are the same things, they are poles apart when it comes to their roles. CRM and ERP, both work hand in hand. In simple words, an ERP's role starts where a CRM's part ends.

Education CRM becomes crucial in terms of the enrollment process as it enables you to have a central repository for the lead's data, track their journey, know how sales teams are performing, armed with real-time analysis, and optimize ROIs. On the other hand, the ERP platform comes as a suite of applications helping in managing student lifecycle: managing their attendance, hostel, finances, library, and more.

An Education CRM sits at the top of the funnel, integrates with Application and Post Application Automation platforms, and finally integrates with the ERP, which takes care of the post-enrollment needs. Education CRM coupled with Application, and Post Application Automation platforms make an Enrollment Cloud that empowers educational organizations to manage everything from inquiry to enrollment.

What are the benefits of Education CRM?

Benefits of CRM for Higher Education



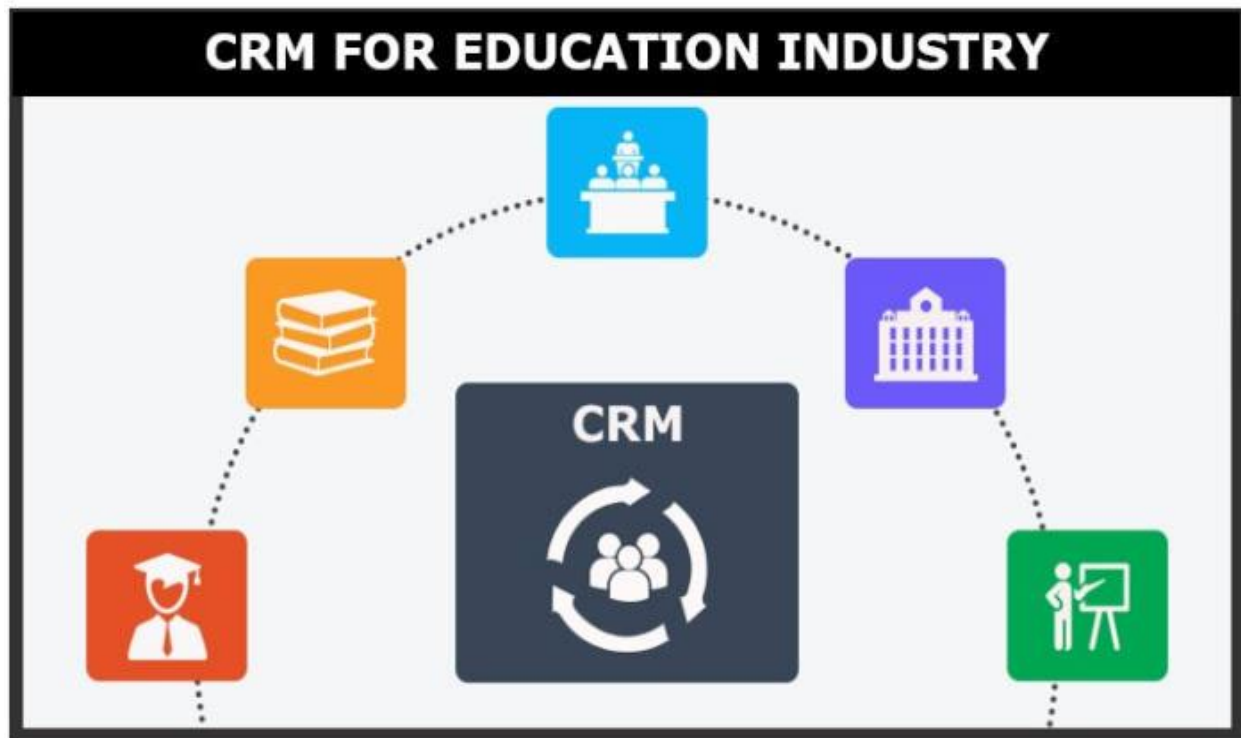
An Education CRM provides several benefits to educational organizations, from streamlined communication, improved enrollment and retention, increased team and process efficiency, personalized experiences, better data insights, and enhanced collaboration as it facilitates collaboration between sales, marketing, finance, and operations teams enabling them

to work together more effectively to achieve the common goal of enrolling more students.

However, one can only realize the benefits of an Education CRM when one chooses a purpose-built product like Meritto's Education CRM that caters to deep use cases of all teams involved in the enrollment process. Its key features include Sales Execution & Automation, Sales Tracking & Performance, Marketing Automation, and an Integrated Payment Platform.

CRM For Educational Organizations

– Education institutes, colleges, universities need lead management software in order to manage the data. The data includes student's data, teachers' data, partner's data, franchisor's data, etc. This tool used to manage the relationship and interaction between the customers and the organization. Customer relationship management helps companies stay connected to customers to increase their profitability. It uses data analysis about the customer's history with a company to improve business relationships with customers.



CRM For Educational Organizations

CRM is used for any field, education too. In this, the lead management system manages the interaction of students, maximize the admission efficiency. The other features help in tracking the communication and manage the marketing and student admission cycle. The main aim of customer relationship management software is to accelerate productivity.

Importance of CRM For Educational Institute Purpose

It is a software application used to automate and handle communication with current students, employees, & alumni. All this work is done on a single system. Every connection with customers is tracked by the customer relationship management system in one place. With the help of customer relationship management software, you can take feedback from the customers, department and the students. Each interaction with your customers is tracked by the customer relationship management system. As, at a time there is an increase in the volume of leads, at that time this software is beneficial. This leads to enhancing the work efficiency and visibility of a business.

Features of CRM For Educational Organization



Customer Relationship Management is considering as best software for the educational systems. Here, I m going to represent the feature of customer relationship management software that attracts the customers to use it.

- Centralize student's information: – This keeps all the data of students, staff, and admission records at one software.
- Manage student's inquiry and courses enquired.
- Manage student's enrolment information

- Maximize student's admission efficiency
- Manage whole marketing and students admission lifecycle
- Run emails, SMS marketing, and information campaigns to attract the students
- Manage the facility data
- Secure way to run the business
- Cost-efficient
- Real-time reporting and analytical reports
- Use education customer relationship management system on desktop, phone, and tablets

How lead flows from various software to educational CRM?

There are two ways to generate the leads, one is the offline way and the other one is the online way.

Offline way: – In this, Lead is generated through hoarding, exhibition, paper Ad, phone, email, import leads. Then after generating, the user will add data into the software.

Online way: – In an online way, lead is generated via websites, landing pages, social sites like Facebook, Instagram, LinkedIn, Twitter, Google Ad world, etc. There is no need to enter the data system. Data would directly add to customer relationship management automatically.

How it plays a crucial role in the education system?

CRM is also here to serve businesses by offering the best services. Here, I would like to describe the Pons of the customer relationship management system.

1. Manage the leads as well as the customer's relation: – This not only manages the leads but also manages the relation of clients even the lead ends. It lets you manage your lead, student collaboration, and recruitments on the unified dashboard.
2. Better interaction: – it gives you a central view of every interaction, engagement with your students, staff, and trustees. The client's trust is based upon your services of the product, how these are realistic. The more you provide the better services the deeper the relation of the client. For this, you have to know about your client's history. So, CRM has all the records of your clients who are attached to the company profile. Not only the current clients but it is also alert about potential clients.
3. Improve the efficiency of services
4. Increase the satisfaction of staff.
5. Cost-saving: – Well, startup of the customer relationship management is expensive but over time and with the features it outweighs the costs. With the help of this, many tasks are completed, the staff is satisfied, work is scheduled in proper management.

6. Time-saving: – As all the activities are done with the support of CRM. Hence, it is a time-saving way to run a business. CRM solves the problems of staff/students, manage the leads, and build the relation with customers

Why choose CRM for educational purposes?



CRM is best for its services. It is a smart decision to access some business. In the educational field either, it is a school or college, the load of work is more. It is always a question of how they manage the record of students, staffs and other employees in a

perfect way. But the customer relationship management system solves this problem easily.

Advantages of using CRM for Education Industry

In this post, we have compiled several benefits of CRM for educational institutions. Check out some of them:

1. This is one of the most rigorous tasks in any institution of higher education. However, with a CRM platform in place, it is quite easy to manage the complete customer (student) lifecycle all from a single platform. This will include the students' academic documents, course & program they are admitted, full details of batch and roll number among other information necessary to facilitate the admission process. In this regard, a higher institution of learning is capable of identifying and recruiting the best candidates, engaging them and more importantly improving enrollment results for the institution.
2. This is the 21st century, and the internet has made things even easier. Today, more and more students rely on the internet to search for necessary information about their dream colleges and universities. Most of the CRM systems available on the market come with integrated tracking

tools to help institutions track leads via different engagement programs such as email, print, and invitations to online and offline events as well as evaluating their feasibility. Creatio for instance will come in handy to help institutions track the specific website(s) a particular student used to find their institution. In turn, this information will be vital in developing smarter marketing budget planning as well as allocating necessary resources to the most effective marketing campaigns deployed.

3. High-quality service and real-time communication are vital in enhancing customer relations with your prospects in any business environment. With the help of an intuitive CRM for educational institutions, it is easier to make follow up for all inquiries, keeping a proper record of the interactions with the students during counseling process, and maintaining an appropriate follow-up. The software system will also help to enhance communication between the institution and the inquiring student.
4. Time for paper processing is now an old process that is not only cumbersome but also prone to many errors. Once an institution adopts and implements CRM software, efficiency and consistency of teacher certification process among other career-related processes are bound to increase. This is critical when the institution seeks to

streamline tasks to devote resources to finding and placing the best-qualified lecturers.

Conclusion

CRM software helps your employees to sell more products to your customers. You can also achieve this while improving customer satisfaction. How cool is that? All these benefits come with a reduction in the cost of your service and customer acquisition. If you're asking a question about implementing CRM for your business today, it should be a matter of "when?" rather than "if?"

All these benefits show that it's a no-brainer to use CRM for your business. So what are you waiting for?