CRM APPLICATION FOR SCHOOLS AND COLLEGES

INTRODUCTION

- CUSTOMER RELATIONSHIP MANAGEMENT (CRM) IS A SET OF INTEGRATED, DATA-DRIVEN SOFTWARE SOLUTIONS THAT HELP MANAGE, TRACK, AND STORE INFORMATION RELATED TO YOUR COMPANY'S CURRENT AND POTENTIAL CUSTOMERS

NEEDS

- CRM FOR EDUCATIONAL INSTITUTIONS IS ESSENTIAL FOR THE SUCCESSFUL FUNCTIONING OF THE ORGANIZATION.MANAGING THE ENQUIRY TILL THE ADMISSION OF THE STUDENTS AND MANAGING THE PAYMENTS, DOCUMENTS OF THE STUDENTS & THEIR PROGRESS UPDATES, DUE DATE AND COMPLETION IN A SMOOTH WAY IS NOT AN EASY TASK.

ADVANTAGES & DISADVANTAGE

ADVANTAGES

- REDUCTION IN THE COST OF EXPENSES

- IMPROVING THE QUALITY OF SERVICE / PRODUCT

- IMPROVING THE ORGANIZATION MANAGEMENT PROCESS.

- HISTORY OF WORK WITH EACH STUDENT

- EASY IMPLEMENTATION

DISADVANTAGES

- A COSTLY PROJECT

- CAN BE ACCESSED BY THE THIRD PARTY

- HAVE POOR USABILITY

- HAVING LOTS OF SECURITY CONCERNS

- LOSS OF COLLECTED INFORMATION OR RECORDS

ACHIEVEMENT

- THE FUNDAMENTAL PURPOSE OF A CRM SYSTEM IS TO IMPROVE THE CUSTOMER EXPERIENCE.AUTOMATING TASKS, PROVIDING VALUABLE INSIGHTS, AND FACILITATING COMMUNICATION AND COLLABORATION, EDUCATION CRM SYSTEMS PROVIDE A COMPREHENSIVE SOLUTION FOR ATTRACTING, MANAGING AND SCALING ENROLMENTS

FUTURE SCOPE

- CUSTOMER EXPERIENCE

- PERSONALIZATION

- INTEGRATION

CONCLUSION

EDUCATION CRM SYSTEMS PROVIDE A COMPREHENSIVE SOLUTION FOR ATTRACTING, MANAGING AND SCALING ENROLMENTS