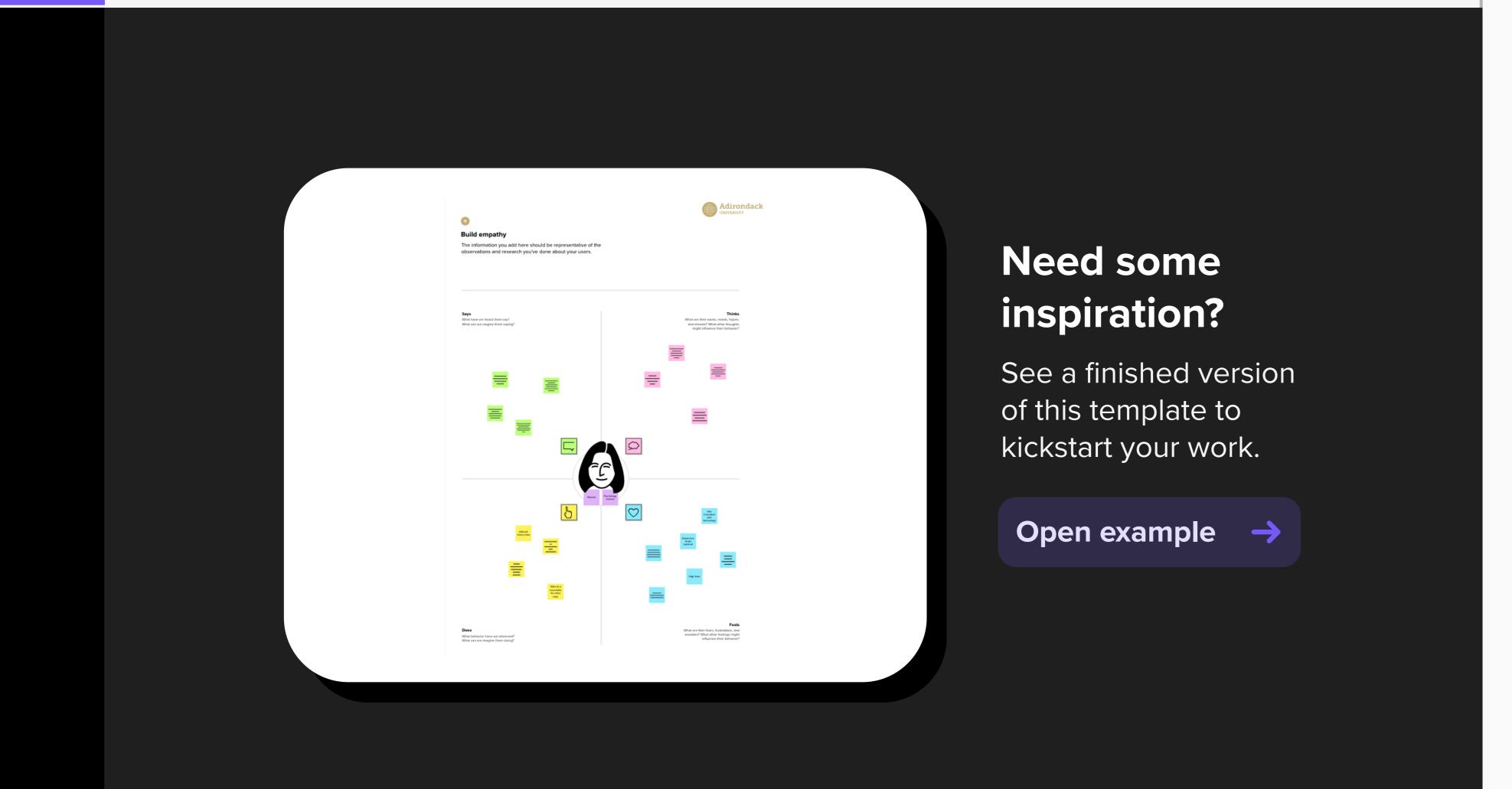


Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback





Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say? What can we magine them saying?

Improved communication with students and parents: A school CRM allows for easy communication between teachers, administrators, and families, helping to keep everyone informed and on the same page.

> Better data management: A school CRM allows for easy access to student and family data, making it easier to track student progress and make informed decisions about their education.

Increased efficiency: A school CRM can automate many administrative tasks, such as tracking attendance, managing student records, and sending out reminders and notifications for their own organization.

Enhanced collaboration: A school CRM can help teachers and administrators collaborate more effectively, allowing them to share information and work together to support student success.

of CRM is typically not what you would call a 'uniform' offering. Different elements are developed separately and then joined together, which can be time-consuming and somewhat complex to build, maintain, and use. The end result can sometimes feel makeshift and lacking in consistency.

Despite the verbiage, this type

Integrations with other educational systems: Connect with other software systems such as Learning Management Systems (LMS), Student Information Systems (SIS), and Finance and Accounting Systems.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

> A converged CRM, on the other hand, offers an 'all in one' solution, tying all the features and functionalities together in one tidy software system. Student ecruitment, admissions, marketing and mmunications systems are integrated into one streamlined program. A converged CRM will also provide consistency in terms of usability and design, making it easy for teams to use and get to grips with

Your CRM platform will improve the admission process, reducing the need for paperwork, spreadsheets, and extra staff to sort through traditional applications. Individuals complete their applications on the platform and upload the required documents, resulting in a positive user experience. At the back end of your CRM, store all documents in a central location for staff to access

and update applicants.

Save time and

resourcesMost CRM

systems have automation

tools that replace manual

processes. These

features allow staff to

focus on more significant

interpersonal

communication and tasks.

When a prospective student sends a message via the college website contact page or on social media, the CRM platform makes it easy for staff members to respond immediately. For example, monday sales CRM enables 72+ integrations with email software, live chatbots and other essential tools making it easy to automate messages, and set up reminders, all of which help recruiters stay in touch with interested applicants.

A CRM Application for School/ College

Improved student engagement: A school CRM can help schools engage students in their own learning and promote a more personalized approach to education.

> Cost-effective: A school CRM can save time and money by automating tasks that were previously done by hand.

Student information to collect attendance, scheduling, grading, report cards, and transcripts in one place that is connected to in-depth reporting.

Increased transparency: A school CRM allows parents to see their child's progress and communicate with their teachers

Provide consistent communicationA higher education CRM can serve as the messaging and notification hub for student contact management. Whether this includes notifying students of financial requirements, sending acceptance letters, or updating personal contact information, this communication is vital to the student experience.

staff members to have access

to the same set of data when

providing customer support

and guidance.

Eliminate data silosIn higher education, departments work separately but share the collective goal of serving learners throughout the student journey. Thus, it's critical for all

Create transparency across departmentsCollege departments require real-time and historical data to make decisions that influence the entire campus. A CRM system promotes clarity as a way to improve the business and administrative culture of higher ed institutions.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



What behavior have we observed? What can we imagine them doing?

