Codify LMS

GUIDE: HOW TO CHOOSE CRM AND LMS SYSTEM FOR EDUCATIONAL CENTERS

Select the optimal tool for your training center.

Codify LMS

Systems for online learning

CRM

(Customer Relationship Management) CRM helps to reduce the cost of working with the customer base, speeds up the processing time of applications, strengthens competitive advantages, and increases the company's profit.

LMS

(Learning Management System) LMS helps to organize and automate learning processes: create online courses, manage them and train people, providing users with access to materials and tests.

THINK ABOUT WINNING STRATEGY

1 STEP

Define strategic goals and objectives that you want to solve with the CRM and LMS systems

2 STEP

Answer the questions: why do you need CRM and LMS systems? What KPI is important to you? And what ROI do you expect?

3 STEP

Correlate your goals with the capabilities of CRM and LMS systems based on publicly available information and data provided by suppliers

PROFESSIONAL TIPS FOR EDUCATIONAL CENTERS FROM CODIFY LMS

TIP 1

Do not consider CRM and LMS exclusively as software. This is not only a technological innovation, but also a tool for developing closer and fruitful relationships with clients.

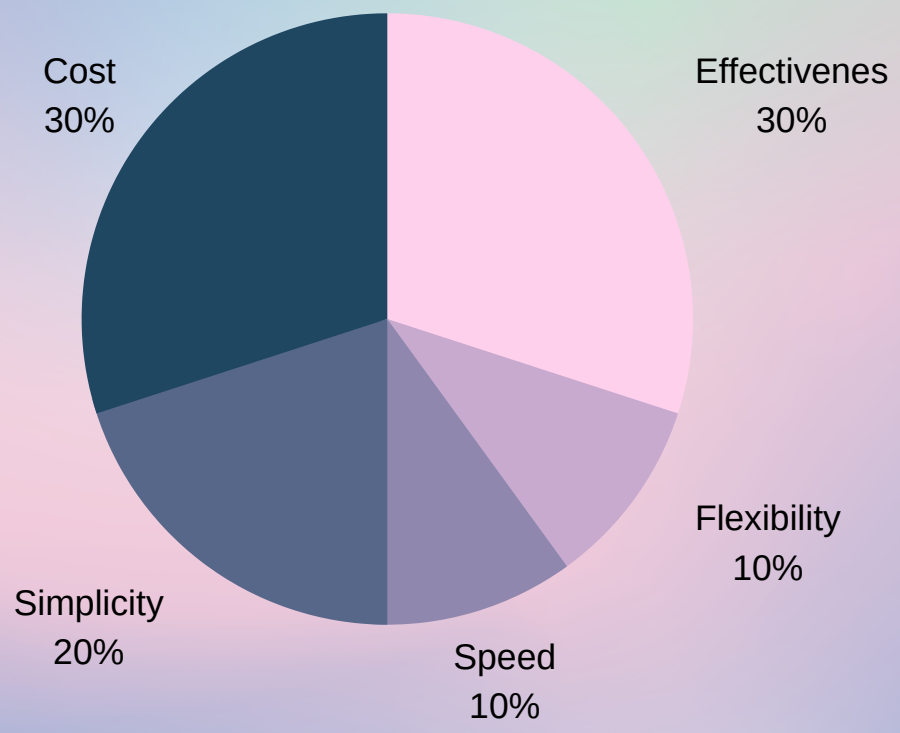
TIP 2

Don't look for a system similar to the one you used before or are using now. If you are looking for a new tool, it means that the previous one is not suitable for you.

TIP 3

Don't expect the system to solve all your problems with the push of a button. CRM and LMS will help to increase the efficiency of the company, but you are still responsible for its development and performance.

How educational centers choose CRM and LMS systems



Internal data of Codify LMS, supported by research results and interviews

MAKE A LIST OF SUITABLE SYSTEMS

Choose systems that have all functions you require. You can request suppliers to conduct a demo presentation or test drive of the selected systems.

For example, if it's important to combine the processes of sales, training with checking homework, so look for a product that allows you to do all these processes in a single system. It is more effective and cheaper than to integrate individual applications.

Examples of questions for evaluating CRM and LMS systems:

- What technologies are the basis of the product?
- How often is the functionality updated?
- How does the system integrate with other IT solutions?
- How is data security in the system ensured?
- How is training and technical support organized?
- Who will be involved in the adaptation and implementation of the system: only your internal project team or with the involvement of an external integrator?

PROFESSIONAL ADVICES FOR EDUCATIONAL CENTERS FROM CODIFY LMS

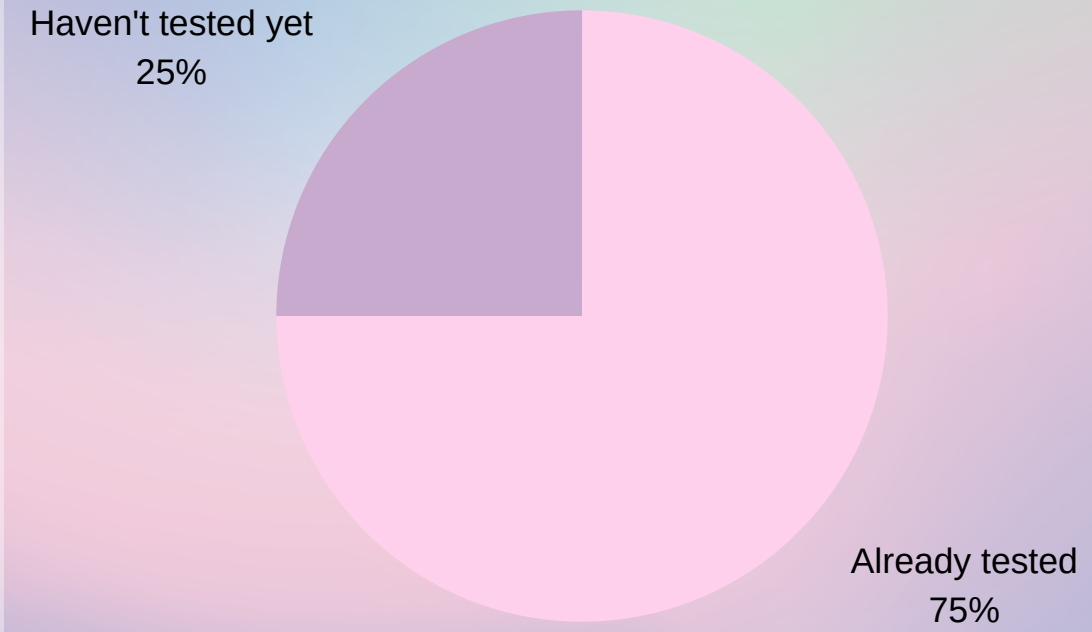
TIP 4

Don't create too long or too short list of alternatives. If you consider only 2-3 systems, then you reduce the chances of getting the best offer for your educational center. Conversely, too large list creates chaos and don't allow you to keep track of the really valuable features and benefits for you.

TIP 5

Develop a list of measurable criteria by which you will evaluate each selected product. Do not deviate from the list of your priorities and strictly adhere to them. Modern IT systems offer a huge set of tools, but do you really need them to achieve your goals?

Test CRM and LMS systems before purchase



75% of respondents tested at least two CRM and LMS systems to compare their capabilities.

Surprisingly, the remaining 25% either did not test the systems at all before making a purchase decision, or chose the first system they saw without examining the alternatives.

PROFESSIONAL TIPS FOR EDUCATIONAL CENTERS FROM CODIFY LMS

TIP 6

Determine the deadline for making a purchase decision and the steps of this process. Make sure that you have all the necessary information to start the project. Plan a phased implementation of the project with specific KPIs to evaluate the results at each step.

TIP 7

Try to involve each team member in the coordination of the project. Support from end users will help to maintain the relevance and accuracy of data in the system in the future.

TIP 8

Focus on user adaptation. Make it convenient for users to work with the system, especially for sales staff, teachers and customer support - the success of the entire project depends on it. The platform interface should be convenient for each team member.

THE MAIN ADVICE FOR EDUCATIONAL CENTERS FROM CODIFY LMS

The modern business environment is changing very quickly. The requirements may lose their relevance. For example, they were important at the initial stages, then after selecting and implementing CRM and LMS systems, they are no longer important.

That's why it's necessary **to take enough time to make a decision** when choosing a platform. It should be scalable and flexible enough to develop together with your training center, be able to quickly transform processes and set up new tools to optimize sales and training.

SUMMARIZE

THINK ABOUT YOUR WINNING STRATEGY

This will help you find insights and open up new opportunities for automating and improving the efficiency of processes.

MAKE SUITABLE SYSTEMS LIST

This will allow you to abandon systems that do not contain the necessary functionality or include an excessive set of tools.

TEST CRM AND LMS SYSTEMS BEFORE BUYING

Take the time to study the experience of using the same product by other companies and examples of implemented projects.

MAKE A PLAN WITH A TASKS LIST

This will give you a clear idea of whether the offer is in line with your initial strategy.

CODIFY LMS

BUSINESS PROCESS MANAGEMENT PLATFORM FOR EDUCATIONAL CENTERS

Accelerate marketing, increase sales, and achieve educational excellence with the CODIFY LMS platform.

LEARN MORE

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