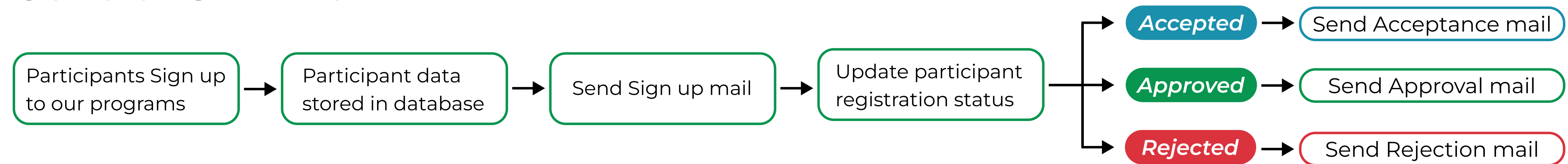


# AIESEC CRM Automation

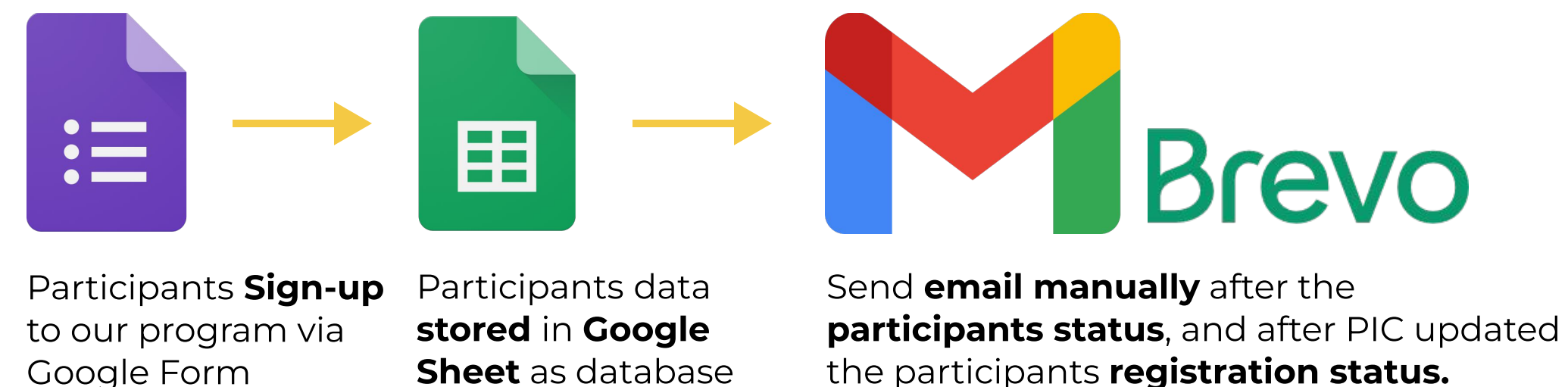
 **GitHub** [Access the automation CRM code here](#)

CRM (Customer Relationship Management) is a tool that we use to analyze our participants' behavior and trends, and to make wise decisions based on CRM data. This tool is crucial for us, especially when we want to interact with our participants.

## General CRM Flow



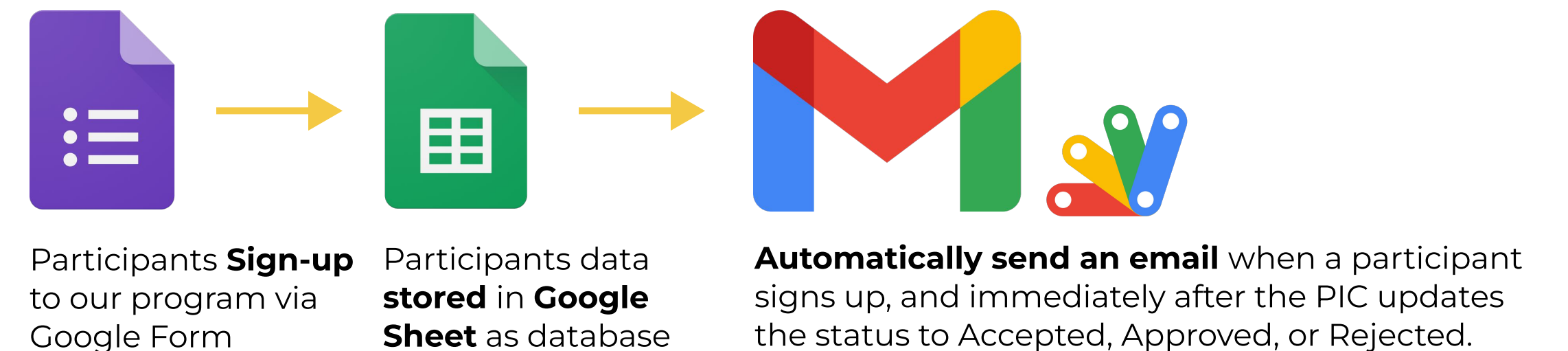
## Previous CRM Tools



### ! Problems

- Expensive subscription for Brevo and limited email blasts.
- Hard to track which participants have received emails.
- The process is quite long and time-consuming.
- Difficult to synchronize with many Local Chapters.
- Emails template was lack personalization.

## Current CRM Tools



### ✓ Advantages

- It's coded by myself, so it costed free
- Easy which participants have received emails.
- The process is fast and real-time.
- Easy to synchronize with many Local Chapters.
- More personalize email template.