

Uses of CRM in Educational Industry Management

Education Industry is fast growing and becoming one of the basic needs of human being because of the fact for a human being to get higher education and lot of other factors.

- **Increase in the revenue**

With this educational CRM institutes such as schools/ University increase their revenue because the lead is properly converted into an account with the help of dormancy module.

- **Reduction in the cost of expenses**

This Educational CRM allows your institute to have a proper allocation of your money in different areas such as advertisement for different course, road show, other external vendors for raw leads etc. as this CRM provides you with the graphical view of how much return every medium is providing you in terms of the expenses incurred.

- **Proper Lead tracking with no errors**

This education CRM allows you proper lead tracking and reduction in the errors or duplication of entries into your institute which ultimately reduce the time of the executive for following up with the similar lead which is admitted from different source and also it provides you further merging if there is any duplicate entry is made.

- **Less sales cycle**

This education CRM allows you to have a less length of your sales cycle as due to dormancy module every lead is properly nurtured with the lead history on where the most time is been given for converting the lead into an account.

- **Increase in margins with reduction in Cost per student**

As my first point covered that it increases the revenue not only because the lead is properly converted into an account but because of the lead is properly nurtured which reduce the chances of loss of the lead which can increase the margins of the university schools, and other institutes.

- **Increase in customer satisfaction:**

This education customer relationship management software allows the customer with higher satisfaction as every stage of the lead is been integrated with predefine SMS and email with different course so when an inquiry is made by the student immediately after completion personalized emails/ sms is sent to the mobile number and email provided by the caller, which build more confident in the mind of the student.