

Mobile CRM

Your CRM in the palm of your hand

Where can you find an admission counselor? For most, the answer is virtually anywhere, except the admissions office. Counselors are traveling now more than ever, with 99 percent of institutions indicating that travel is still a part of their recruitment budgets.* As "admissions counselor" and "road warrior" become synonymous, it's important for admissions staff to have the ability to perform regular job activities from wherever an institution's recruitment goals take them.

What's the Solution?

Hobsons' new mobile functionality, Mobile CRM, gives admissions professionals the ability to access the Hobsons Web-based CRM site conveniently from their Internet-enabled wireless phone. Mobile CRM is simple to use and includes the important functionality needed to complete important tasks on the road.

What Does Mobile CRM Do?

- Allows anyone with the Hobsons CRM solution to access important features from smartphones such as the iPhone®, BlackBerry®, Windows Mobile®, and Google Android®
- Users can search for, add, edit, and view CRM directly from the Internet-enabled mobile device
- Gives users the ability to contact students they recently met via automated e-communication plans, long before they make it back to the office
- Users have the ability to view reports on key admissions/enrollment performance right on their mobile phone screen
- Made specifically for the small screens of a smartphone, Mobile CRM is extremely user-friendly

Improve Efficiency

Mobile CRM has the ability to turn any spare minute, no matter where your counselors are, into true office time. With Hobsons' EMT tools, counselors can utilize extra time by adding new and editing existing student information into your database, running reports, and creating and viewing reports and dashboards from anywhere.

Keep on Top of Key Information

With meetings and travel taking up a lot of time, keeping on top of the important information can prove difficult. With Mobile CRM, important reports can be pulled from anywhere. Supervisors can see how their staff is doing on the road, and have a firm grasp on their recruitment goals, no matter where they are located.

Improve Response Time

Let's say a counselor is trying to recruit a newly interested prospective student at a college fair. After the conversation ends, if only utilizing traditional means, the next communication with this prospect might be weeks away, when the counselor returns to the office. However, with Hobsons, a counselor can immediately upload this new prospect's contact information into your database via Mobile CRM, and he or she can be added automatically to your mailing lists. By setting up automated communication plans in your CRM, that student could have e-mail waiting for them in their inbox before they even return home.



For More Information

For information on how you can leverage the Hobsons EMT Mobile CRM, call us at (800) 927-8439. You can also visit us on the Web at www.hobsons.com.

* Source: NACAC State of College Admission 2008 Report