

CONNECT® CRM

CRM FOR EDUCATION PROVIDERS

Connect CRM allows you to:

- Build, automate, execute, and track your entire admissions communications plan in one place
- Capture data on every contact interaction with your institution
- Track your students from prospect through enrolment, identifying why and how they converted
- Diversify your communication strategy for maximum effectiveness through a mix of integrated media and methods



Maximise your recruitment efforts with education's premier cross-media student management platform. Use powerful technology to build and manage relationships that lead through to enrolment.

In today's marketing and recruitment world, education professionals are often tasked with bringing in quality students, while reducing the need for additional staff and resources. How can your institution ensure it does both? Hobsons' Connect CRM solution provides the cutting-edge, yet cost-saving resources you need to achieve your unique institutional goals.

Build Relationships with More Students in More Ways

Students are inundated with marketing messages from all angles. Get your message heard with uniquely branded marketing campaigns and an unlimited mix of personalisation and cross-media communication options.

Streamline Your Recruiting Resources

Online marketing campaigns save valuable resources that would otherwise be spent on design, printing and postage. Staff resources can also be redirected to higher-level recruitment efforts.

For more information about how CONNECT CRM can help your institution contact:

Analiese Darninsuang

T: +44 (0)207 250 6653

M: +44 (0)7920 235 334

E: adarninsuang@hobsons.com

W: www.hobsons.com/europe