



## The Industry Challenge

Large and mid-sized educational institutes aiming to grow in stature face a number of challenges when it comes to their sales and marketing processes. Especially during large-scale marketing campaigns, tracking progress can get arduous, and communication between internal teams is not streamlined. This leads to internal confusion and diminishes the overall potential of the campaign.

The executives at these institutes were looking for an online database where the many teams could coexist, share and update their progress on the go, and fine-tune their campaign operations on the whole.

## The Aykan Methodology

Aykan mapped out the following steps to provide our clients with the appropriate CRM solutions.



### Understanding Client Needs

An in-depth audit and survey were conducted to understand current client needs. This included the client's existing processes, the kind of analytics they were looking for, as well as the tasks that were excessively time-consuming.



### Extensive Research

The Aykan team carried out exhaustive research about the current CRM tools that were in play across the nation and the globe and weighed the pros and cons of each.



### Building the CRM

After completing due diligence, Aykan's experienced teams of software developers, in tandem with web designers, came up with an elaborate and practical CRM platform that was primed to meet the client's needs.

## Salient Features of Aykan's CRM



### - Tailor-Made Solutions

Institutes no longer have to shoehorn pre-existing, incompatible solutions for their campaigns. Aykan's CRM is tailor-made and purpose-built, keeping in mind the needs of educational institutes, making it the right fit.

### + Access Control

### + Internal Coordination

### + Reports

## Integrated CRM Modules

### - Dashboard

The dashboard displays an overview of operations, including upcoming campaigns, tasks, events, etc., as well as overall performance metrics for individual teams.

### + Lead Management

### + Activities

### + Marketing

### + Reports

