

School Admissions and CRM

How superior communication leads
to quicker conversions

2022



OpenApply



Introduction

International and independent schools are faced with the ongoing challenge of attracting prospective families and students to apply and enrol in their school, as well as retaining them for the next academic year.

In recent years, an increasing number of marketing departments and forward-thinking decision makers in the admissions function have leveraged CRM (Customer Relationship Management) systems to drive conversions, while supporting every step of the applicant and family journey from discovery to enquiry, admissions and enrolment.



Our Research

As the leading provider of streamlined admissions management solutions to over 700 of the world's top international and independent schools, the OpenApply team conducted some research into the impact of an integrated CRM tool on the admissions funnel.

In a sample size of 148 schools, our analysis clearly showed that schools using the OpenApply CRM module experienced significantly quicker conversions compared to schools who were not using these features. Due to superior processes involving tailored communication, proactive marketing (including an average of 780 emails per school over a 15 month period*), prospect nurturing, automation, tracking, reporting and analytics, the time between enquiry and enrolment was **68% quicker** for the CRM users.

Needless to say, this notable increase in the speed of conversions is well received, as it supports enrolment and revenue targets, affording leadership and senior management more time to focus on other areas of school advancement (such as community relations, alumni, fundraising, philanthropy, etc.)



Why and How?

A comprehensive CRM solution which integrates into your admissions system can lead to quicker conversions, by enabling you to:

- Create professional emails and newsletters with a drag and drop editor, quickly and easily
- Automatically subscribe and unsubscribe parents, based on their activity, to multi-drip email campaigns (and monitor the results)
- Set up automatic notifications for your admissions team when a specified activity is triggered, based on your own customisable criteria
- Iron out your processes and ensure that no applicant is missed or receives sub-par care and attention
- Eliminate errors across your department and save processing time with a centralised system
- Monitor and compare source conversions via real-time tracking links, and determine which are most successful
- Offer a premium parent experience which strengthens your school image and brand, and increases the likelihood of applications



What Schools are Saying

"With deeper insights into our funnel, and the ability to offer parents an excellent experience from the first enquiry all the way through to enrolment, we are able to achieve quicker conversions and more qualified applicants thanks to the OpenApply CRM."

Bekah Dawson, Director of School Advancement (Oasis International School - Kuala Lumpur)

"OpenApply has transformed our admissions process. Not only has it significantly reduced our administration time, but it's also saved huge printing and postage costs. It allows us to centralise all the communications to prospective families and track closely when and where applications come from."

Emily Ward, Director of Marketing (The King's School, Worcester)

Learn More

To find out more about how your school Admissions and Marketing teams can supercharge their communication with prospects, increase engagement, and achieve quicker conversions, more qualified applicants and deeper insight into the entire admissions funnel, get in touch via hello@openapply.com