HOW SEAMEDU INCREASED THEIR ADMISSIONS WITH EXTRAAEDGE?

Seamedu is a media school based in Pune, Bangalore, and Mumbai. It was founded in the year 2008 with the goal to provide great talents to the world in the field of Media & Entertainment (M & E), Digital Filmmaking, Animation, Game Design, Visual Effects, Sound Design, Broadcast Media, and Broadcast Journalism.

CHALLENGE

Issues managing leads in bulk
Seamedu received over 15,000 bulk enquiries yearly. The in use product and the traditional system which they had, was incapable of either storing or processing such a large amount of data. The options of scalability were limited as well.

Lack of automation for education marketing
Due to the lack of storage space, the data had to be downloaded onto excel to access it, making the entire process manual which stalled all marketing automation.

Distinguishing between hot and warm leads
With all leads being worked on manually via excel sheets counselling teams found it very difficult to prioritize the leads, follow-up and achieve conversions effectively. The volume of data & dependency on excel sheets led to delayed responses for critical admissions communications.

SOLUTION

Scalable & Reliable CRM Platform
ExtraaEdge provided Seamedu with a scalable CRM solution which was able to store & process unlimited leads.

100% Automation, Goodbye Excel Sheets
Admissions teams could not only store and access bulk data online but also automate communication in the form of segmented sms & emails.

Prioritizing leads via deep behaviour analysis
Deep behaviour made it easy for admissions teams to prioritize leads by analyzing the past data. This resulted in pursuing students who were more likely to take the admissions in their institute.

"ExtraaEdge has been a game changer for us. Adopting ExtraaEdge has allowed us to work more efficiently with access to much better information than we ever had before."

Seamedu
School of Experessionism

ABOUT EXTRAAEDGE

ExtraaEdge is a VC funded software company that helps educational institutes increase their admissions. We have been powering 100+ educational institutes increase their walk-ins & transform their admission counsellors into winning sales professionals