

# Case Study: How ExtraaEdge helped K11 increase their admissions by 3X



# About K11

Founded in 2003 and headquartered in Mumbai, the K11 Academy of Fitness Sciences is India's foremost academic institution in the space of vocational education, as it pertains to vocations in the fitness industry. It is dedicated to the cause of building stellar careers for individuals who aspire to have a bright future in the fitness industry.





Spread across 5 locations in India, with over 42 users who have used the product, they form one of the premium customer bases of ExtraaEdge.

Every course offered by the academy is conceptualized through an in-depth and exhaustive scientific research and are benchmarked as industry standards.

# Challenges

When ExtraaEdge approached the leading fitness institute, K11, we came to know that they were using an ERP/CRM system. K11 being the market leader in the industry had plenty of enquiries using a number of sources. It was becoming difficult to manage such a huge response from every source.





Challenge lied in integrating the enquiries from various online marketing platforms and with IVR systems to have every lead enquiry on a single platform. It was then that they decided to revamp their existing process and this is where 'ExtraaEdge' came to their rescue.

# How ExtraaEdge helped

ExtraaEdge platform can easily integrate with social marketing platforms like Facebook, Instagram, Google Ads, with other third parties like Shiksha.com, Sulekha, Justdial, careers360, with IVRs like Knowlarity, Mcube, Ameyo and many others.

ExtraaEdges' CRM software has several other features such as Whatsapp communication, Click to call & call recording which help the admission counselor in communicating with the prospects in a better way. The product is compatible with mobo devices which makes it highly effective than other CRM products in the market.

Owing to all these features that are available at a reasonable cost, K11 opted to revamp their system with ExtraaEdge's product. A result of adoption of ExtraaEdge was seen with an increase in enquiry by 3X than the previous years.

After a successful tenure with ExtraaEdge, K11 today doesn't just love the product but are also major contributors to the development of new features of the product.

## How ExtraaEdge can help increase your admissions?

Unlike other CRM solutions out there, ExtraaEdge's admission & marketing automation software is specifically designed for educational enterprises. We have a proven track record of helping clients achieve their admission goals. Our award-winning software helps educational institutes to :

- Increase marketing Return On Investment (ROI )
- Increase the efficiency of admission counseling teams.
- Accelerate lead engagement via marketing automation playbooks
- Track your end to end marketing and admissions activity to improve year on year

*"It was easy to get started with ExtraaEdge. An effective communication with the prospects owing to the ready to use email and SMS templates & the facility of using WhatsApp communication through ExtraaEdge makes our counselors' life easy. I would highly recommend ExtraaEdge to our peers in the industry."*

*-- Bhakti Bhukhanwala  
Response Department  
K11*

## Book Your Demo



**extraaedge**  
predict admissions!