



Wipro's Student Relationship Management on Dynamics 365

For student lifecycle automation



Wipro's Student Relationship Management (SRM) solution enables institutes to launch campaigns by managing the target groups of leads or prospective applicants with the desired segmentation. All incoming enquiries, from multiple channels such as social, phone calls, and emails, can be managed within the solution. The solution enables institutes to automate the entire application process for their courses. The solution also provides a 360-degree view for universities to maintain strong alumni relations.



Multiple deployment options, either on premise or online



Out-of-box integration with Office 365 suite to make it Dynamics 365



Free mobility app to leverage usability on the go

One-stop solution for all departments that are integral to a student's journey.

360-degree view of universities for maintaining better and stronger alumni relationships

Key benefits



KPI improvements

Improvises KPIs such as student conversion, diversity, target group campaign, segmentation effectiveness, enquiry resolution rates and student retention ratio



Easy process management

Simplifies processes such as grant management, facility management, events management, etc., for universities, with the help of customized workflows as per the need



Relations with key stakeholders

Helps in keeping track and managing strong relationships with alumni, placement recruiters, sponsors for events, etc.



Analytics and intelligence

Data reporting to help visualize data, follow trends, and drill down to better understand performance and gain further actionable insights

Features



Student management

- Admission management
- Automated student assessment
- 360 degree student view



Course management



Trainer registration and feedback management



Service management

- Case management



Facilities and event management



Relationships management

- Alumni relations
- Placement cell – corporate relations
- Sponsor relations



Analytics – dashboards and reports

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comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 160,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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