**Improve your relationship with your students thanks to Dynamics 365 Education**

**An ideal Education CRM for Universities, Business Schools and public and private schools. ENCAMINA works in partnership with Microsoft Education Spain as a specialized provider in the education sector**

**A solution based entirely on Dynamics 365 Online**

* Take advantage [Dynamics 365](https://www.encamina.com/en/crm-dynamics-365/) great benefits and functionalities
* Its integration with [Office 365](https://www.encamina.com/en/productivity-office365-microsoft-teams/)
* Its exceptional Price for the Education sector (both for Universities, Business Schools and public and private schools)

**Support throughout the student’s lifecycle**

**Student recruitment**

Requests for information and admissions

**Active relationship with the student**

Academic management support

**Alumni**

Management of the student’s lifecycle even when they complete their training

**Student recruitment**

**Requests for information and admissions**

**Design, implementation, and monitoring of digital marketing campaigns** for the sale of academic degrees

* Mass emails with automatic registration of responses in the CRM system
* Integration with the navigation of potential students in ‘landing pages’ and ‘microsites’
* Support for commercial activity in information campaigns

Information and admission **processes automation**

* Management of information requests from potential students integrated via Web and automated tracking
* Management of requests for admission integrated via Web and automated monitoring
* Support for registration and pre-registration processes
* Integration with the academic management system to formalize the academic record

**Active relationship with the student**

**Academic management support**

* Management and direct care for **doubts and consultations** of students interested in products or services
* Management of **requests for admission** integrated via Web and automated monitoring
* Support to **registration** and pre-registration processes
* Integration with the **academic management** system to formalize the academic record

**Alumni**

**Management of the student’s lifecycle**

* Design, implementation, and monitoring of digital **marketing campaigns** to ensure the loyalty of the students and alumni community
* Integration with the alumni **web portal**
* Management of the **alumni association**: economic data, subscriptions, expirations…
* Management of **events** and services offered to former students: job listings, internships, networking, conferences, promotions…
* Measurement, control and **listening** in social networks

**Discover all the benefits that Microsoft Dynamics 365 can offer your school**

**Flexibility**

It provides you a number of options during the implementation. For example, it increases or reduces the number of users depending on the requirements and provides schools with total autonomy on how they operate, manage, configure or protect their CRM

**Reliability**

The operational experience of Microsoft and its remarkable investment in cloud services allow you to be calm. It has data centers around the world, managed and directed directly by Microsoft

**Simplicity**

[Microsoft Dynamics 365 Online](https://www.encamina.com/en/crm-dynamics-365/) continuously tracks and maintains the application and its new versions.
Software updates are easily distributed to users, avoiding the interruption that revisions and updates imply

**Security**

Microsoft Dynamics 365 Online provides you all security guarantees, from start to finish, managed by highly qualified teams located in Microsoft Data Centers