

Student Lifecycle CRM

e2s is a cloud-based and mobile-first Student Lifecycle CRM to recruit students, to facilitate student success on campus, and to build lifelong alumni relationships, via meaningful, personalised multichannel touchpoints with prospect, student and alumni, and provide dashboards for deep insights into student engagement.



e2s Product Suite

e2s Recruit

Admissions CRM

High productivity Marketing and Admissions tools to capture enquiries from all sources, increase custom outreach through automated campaigns, create student persona demographics for targeted communication, setup dynamic forms, conduct events, respond quickly to the needs of the prospects, and streamline the whole 'contact-enquiry-application-enrolment' process.

e2s Retain

Success CRM

Provide great student experience, heightened levels of student service and engagement, case management with confidentiality, tools for the institution to identify 'at-risk' students early through real-time 360-degree student view and intervention tools, easy referrals of 'off-path' students, student self-reporting tools, self-scheduled appointments and centralised notes.

e2s Connect

Alumni CRM

Provides institutional tools to foster life-long relationships with their alumni, by encouraging participation through events, mentoring current students, using job boards, connecting with peer network through mobile apps, being influencers among students and alumni, donate for causes, and commit pledges of time and funds.

e2s Recruit

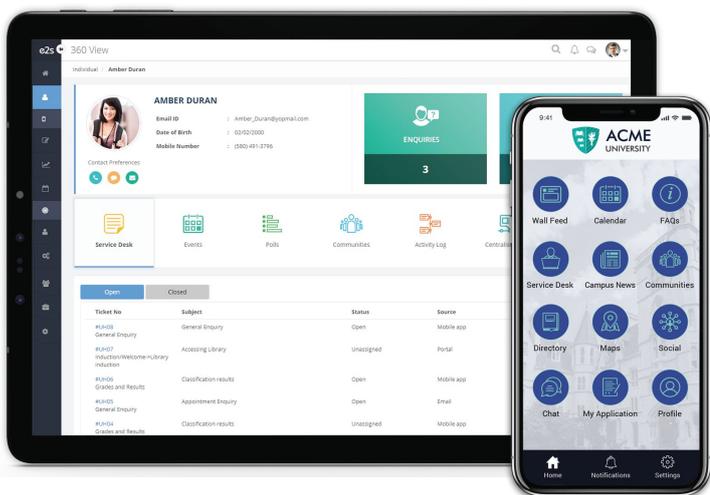
Admissions CRM

- ✔ Capture every student enquiry via any source and be responsive
- ✔ Track enquiries and applications, run automated campaigns to nurture prospect
- ✔ Manage applications, schedule interviews, issue offers, and do enrolments
- ✔ Mobile apps and portal for two-way connect with prospective students
- ✔ Convert more enquiries into enrolments to achieve institutional goals!

e2s Retain

Success CRM

- ✔ Engage and serve your students, and elevate their campus experience
- ✔ Early alert system to identify students-at-risk, and intervention tools to track
- ✔ Case Management to create and manage confidential cases via secure channels
- ✔ Mentoring hub to match students to alumni and counselors
- ✔ Move the student retention and success needle in a positive direction!



e2s Connect

Alumni CRM

- ✔ Create alumni communities for peer networking, sharing ideas and memories
- ✔ Alumni can post jobs on job board for both current students and alumni
- ✔ Alumni can register to be mentors, publish areas of specialisation and availability
- ✔ Publish causes to run fundraising campaigns and track pledges made by alumni
- ✔ Foster your alumni and make them central to student wellbeing!

e2s Mobile App and Portal for Prospects, Students, and Alumni

Across the lifecycle, a campus-branded student mobile app is provided to enable universities to create two-way communication with prospects, students or alumni via their smart phones to engage, nurture, and serve them through a set of innovative tools.

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|-------------------|----------------|---------------------|------------------|
| Service Desk | FAQ | Campus News | Communities |
| Events | Notification | Polls/Surveys | Staff Directory |
| App Design Studio | Maps | Application Tracker | Mentoring |
| Chat | Resume Builder | Payment Gateway | 360-Student View |

Transform Student Experience

What We Do

The e2s product suite is a STUDENT FIRST solution, built on a modern service-oriented platform with *extensive integration capabilities* to other university systems. The product also comes with extensive dashboard and visualization capabilities, to measure student engagement in all phases of the lifecycle.



On a Single Platform

giving the institution the facility to track a student from enquiry to enrolment, class start all the way to graduation, pathway to career and a lifelong alumnus, with a real time 360 Student View, centralised notes and persona-based analytics throughout the student lifecycle.



Mobile-first

for students with service and engagement features, college resources that they need at their fingertips anytime, anywhere. Our powerful mobile app design studio allows the campus administrators to set up their own colors, themes, logos and design and launch it in both the iOS and Android stores. With the world going virtual all too quickly, our unique software takes student service and support onto devices of their choice.



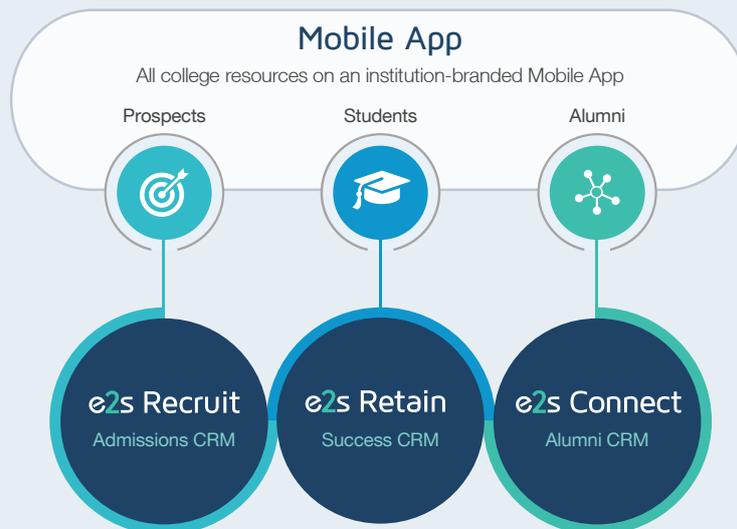
Designed ground-up for higher education

accommodating any academic and programme structure, user roles and permission sets, and highly configurable for schools of different size, business processes, and various geographies.



Cloud-based

eliminating hardware costs, minimising resources required for support, and of course, quick to 'go live'.



Engage2Serve (e2s) is a global provider of Student Lifecycle CRM for colleges and universities

engage2serve