Maximizer StudentRelate™

A CLOSER LOOK AT SIMPLY SUCCESSFUL STUDENT
AND INSTITUTION MANAGEMENT SOFTWARE

About StudentRelate

Managing student relationships and services is vital to the success of any university, college or school. As a pioneer of Customer Relationship Management (CRM) software for businesses, we at Maximizer along with our Elite Solution Provider, JI Software, have used our 25 years' experience to adapt our award winning CRM solution to deliver a Student Management solution, which will support higher education personnel manage and deliver student services, similar to a business successfully managing customer relationships.
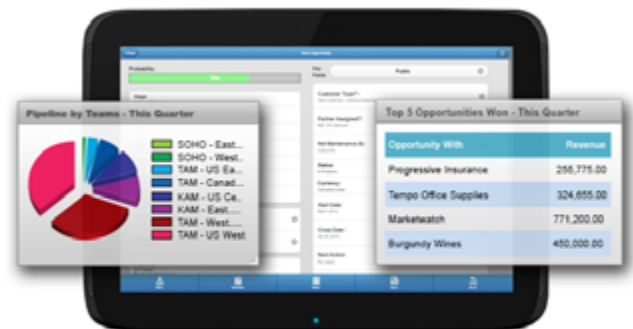
Our CRM solution for higher education, StudentRelate, is a system designed specifically for the education industry, which empowers institutions to enhance the way they manage students, alumni, donors, affiliates and suppliers.

We founded StudentRelate on the ideal that comprehensive and cutting edge CRM functionality doesn't have to limit flexibility and ease of use. As a result, StudentRelate empowers its users with comprehensive but simple tools and functionality which facilitates their role instead of complicating it. Whether using cutting edge social media abilities to get closer to the fast moving student audience or reducing costs and workloads with automated tasks and notifications, Maximizer StudentRelate offers an innovative and practical user interface, to simplify advanced tools.

Plus, with its highly flexible platform and add-on capabilities, StudentRelate can be easily and economically tailored to the unique needs of individual departments, so each user gets exactly the right student management tools for their role.

KEY FEATURES

- **Manage students, alumni, suppliers and staff on the move, wherever, whenever**

- **Automate the enrollment process, focusing only on the students you really need**

- **Create a truly excellent educational experience for all students**

- **Utilize specialized tools to efficiently organize disability support**

- **Integrate with Outlook® , Word®, Excel®, Sharepoint®, iCalandar® and social media**

- **Customize your student management system to meet your needs.**

Enhancing student recruitment

Whether attending regular events or launching a comprehensive student recruitment campaign, StudentRelate can revolutionize how you attract candidates to your University, College, School or other educational institution.

Successful recruitment on the move

Enhance the productivity and success of your Recruitment Officers, by keeping them connected to your StudentRelate software at all times.

- Empower your Recruitment Officers when off-site with comprehensive access to your StudentRelate system, via their smartphone or tablet devices; allowing them to add prospective students and setup tasks from anywhere, at any time
- Get directions to events and institute locations from your mobile device, using built-in Google Maps™ or Microsoft Bing™ integration
- Keep manually and automatically entered data clean, with duplicate record checking, mandatory fields and a real-time connection to one central database
- Create powerful student quota-based dashboard indicators for recruitment progress results at-a-glance
- Plan your optimal day of events, appointments and activities with calendar management and diarised tasks on your mobile device.

Streamline efficiency

Cut costs and free Recruitment Officers from administrative tasks to focus on what really matters – talking to prospective students.

- Reduce workloads by pulling prospective students directly into your StudentRelate system from your website and automate follow-up with web-to-lead forms
- Increase prospective student conversion with automated marketing campaigns and planned schedules of activities, tasks and communications
- Eliminate costs associated with third-party email service providers with no additional costs per contact or per email.

Get a competitive edge

Use the latest CRM software tools and features to ensure your institute remains competitive and modern in a fast moving market.

- Master your online presence by tracking visitors across your website and social media presence[1]
- Ensure you are getting the prospective students you want with online lead scoring based on criteria such as expected examination results or desired qualification level[1]
- Tailor your messages and create targeted lists to send scheduled, multi-phase campaigns

- Use online behaviour tracking to get the ideal message to the best candidates at the right time, with smart online content and activity triggered workflows[1]

- Refine email campaigns to be more successful with metrics on bounce rate, open rate and URL tracking

- Schedule messaging, track and manage your presence across Twitter®, Facebook® and LinkedIn®.

Achieve enhanced insight

Gain instant insight into your recruitment performance and progress and drill down into figures and reports to take rapid action when needed.

- Get a clearer picture of your recruitment progress with complete funnel management functionality

- Save time by using out-of-the-box reports and track prospective student progress

- Set up wizard-driven dashboards, formatted with your choice of indicator style, displaying the key information that matters to you, in real-time

- Export any report or view of student, event or recruitment campaign information to Excel® for further analysis and sharing in a familiar environment

- Utilize an automatic return on investment (ROI) calculator to get key metrics at a glance

- Seamlessly manage recruitment

- Address problem areas, foster improved performance and stay in complete control of the entire student recruitment process on the move

- Stay updated on team, territory and individual performance, ensuring accountability and the required level of motivation is maintained

- Track prospect student sources, whether on or offline and invest in what works for your institute

- Successfully manage every aspect of recruitment campaigns from creation to analysis and follow-up

- Track the conversion of offline event attendees and inquiries to online activity and engagement[1]

- Manage events with complete control over visitors and delivery staff[2]

- Monitor recruitment progress indicators and manage calendars and activities on your mobile device.

Providing a superior student service

StudentRelate enables your institute to provide unbeatable service to satisfy and retain students, alumni, donors and affiliates.

Get one view of your institution's relationships

Gain one highly accessible service resource to revolutionize your students' experience.

- Consolidate all student and external contact data, from accommodation cases to disability information and into one highly accessible resource

[1] HubSpot Connector required at additional cost.

[2] Requires StudentRelate Event Module add-on at additional cost.

- Get instant access to entire student, external contact and company information instantly, with filterable history feeds and customised column views
- Securely store important files with comprehensive document management and security permissions per user

- Enhance productivity and keep track of all communications with seamless integration with Microsoft Word, Excel, Outlook and SharePoint
- Create an unlimited amount of your own data fields to capture and use information on whatever matters to your institution – students, alumni, donors, sponsors, suppliers, etc.
- Manage student employability easily by utilising an active database of employers by category.

Reduce student case resolution time

StudentRelate allows you to resolve student issues quickly, by ensuring you can rapidly respond, with highly knowledgeable and seamless answers to all student cases.

- Ensure rapid resolution of student cases with quick access to a central knowledge base of previous resolutions to the same or similar issues
- Automate processes, such as case assignment and notification, to keep you ahead of student expectations
- Enable student self-service via secure web portals to dramatically streamline your service process[3]
- Utilize specialized knowledge more effectively by assigning cases based on expertise and setting up automatic email alerts to specific team members for faster response
- Create consistency with automatic notifications of overdue or unresolved issues.

Effortless student resource tracking[4]

Provide the equipment your students need to achieve higher levels of success and ensure you can manage this process with ease using StudentRelate.

- Create customisable record cards for each piece of equipment, including maintenance due date, serial number and much more
- Search and maintain a stock list of available and on-loan equipment to gain complete control of your student resources
- Extend the functionality to include the management of service contracts and the maintenance of assets.

[3] Web Portal is a custom development add-on module at additional cost.

[4] Requires Asset Manager Module at additional cost.

Easy tutorial and meeting management[5]

Dealing with large quantities of personal meetings, such as tutorials, which can be a complex and labour intensive task, but not when using StudentRelate.

- Easily deal with large numbers of 1-2-1 meetings

- Book meetings from multiple locations which tutors and counsellors can access anywhere at any time to retrieve relevant student information

- Maintain a room booking database and print full term booking sheets, full term appointments for both students and counsellors/teachers/professors.

Deliver the highest quality of disability support

StudentRelate allows education providers to deliver an efficient and highly valued service to meet the needs of students with disabilities.

- Accurately log data on all student disability categories and record information on all disability needs

- Reduce risk with reliable and automatic storage of documents and communications

- Meet the needs of disabled groups and respond to enquiries consistently by creating drag and drop alerts

- Ensure the privacy of sensitive data is maintained via comprehensive user based security features and permissions

- Use specialized time-tabling tools to match external support with student timetables based on the level of support needed

- Get a workable overview of student and support appointments with out-of-the-box reports

- Save time by notifying students, teachers/lecturers and support workers of appointment bookings via automated email

- Setup up weekly student and support worker availability timetable templates and apply them to whole terms with one click

- Use colour coding to denote unconfirmed, provisional and confirmed appointments

- Pull lists of available support workers for student lectures with one click

- Search for students in need of support at certain times and easily retrieve reports on support worker hours and unconfirmed appointments

- Install self-sufficiency by including a web portal which workers and students can manage themselves[6].

Increase the efficiency of Student Services

Creating a more productive and efficient student service with StudentRelate is easy and practical, with simple, but innovative features and tools.

- Minimise errors with pre-populated fields in the student case form, or allow for quick case creation based on incoming email

[5] Requires Clinic Manager Module at additional cost.

[6] Web Portal is a custom development add-on module at additional cost.

- Automatically respond to critical business activities and monitor staff performance with Workflow Automation, powered by KnowledgeSync, to ensure every student service case gets the attention it deserves[7]

- Access StudentRelate via the web, smartphone and tablet to manage student service on the move or on campus

- Track dates of ongoing contracts for accommodation, library rights and more to handle renewal notices and other specific communications

- Setup alert rules to inform relevant staff members of support issue progress

- Create customer service cases from within Outlook based on the intelligent tracking of messages.

Gain greater insight into better service provision

StudentRelate enables you to monitor and analyse detailed student case data, so staying alerted to performance levels and making better informed decisions is easy.

- Get an instant view into the vital performance indicators of your student service department with customised dashboard metrics

- Enhance dashboard insight further by drilling down to view the data behind the metrics with one click which can be formatted, sorted and exported to Excel

- Leverage over 175 standard reports, including overdue cases by representative, case assignment and case billing

- Save time by automating weekly reports distribution to key staff.

Computer Telephony Integration[8]

Avoid manually logging calls with StudentRelate, which cuts out this time consuming task and frees personnel to be more productive.

- Save time by detecting the caller and automatically logging the relevant activity within your StudentRelate solution

- Increase case information accuracy by simultaneously logging notes on the student case directly from the caller.

Getting closer to alumni, donors & affiliates

It isn't just existing students that are vital to an educational institute's success, engaging with affiliates, donors, suppliers and alumni is a critical task that can become hard to manage. StudentRelate simplifies this process with comprehensive account management functionality in order to grow successful relationships with a broad range of connections.

Effortless management

Ensuring you can manage each group as individuals, without adding to your workload, is essential to enhancing profitability.

- Seamlessly alter student information as they move through their education lifecycle

- Increase donations by cross selling and up selling events and activities to donors, alumni and affiliates

[7] KnowledgeSync Workflow Automation is an add-on product at additional cost.

[8] Compatible workstation TAPI implementation required.

- Reduce workloads by scheduling activities, emails, alerts and social media messaging[9] to nurture key donors and affiliates and build a stronger presence with students

- Automatically alert team members when key opportunities have an activity, reach a custom threshold of inactivity or change their status

- Assign leads and accounts based on territory rules ensuring that high potential opportunities flow to the appropriate teams and representatives[9]

- Send notification emails to sales representatives when leads take key actions on your website so they can carry out timely follow-up[9].

Insight into key relationships

Perfect the relationship management of different groups through by using StudentRelate to refine your approach via in-depth insights into your key audiences.

- Setup your own dashboards to capture insight into critical key account statistics, opportunity advancement and how your donor pipeline is progressing

- Gain greater insight into existing and prospective key groups of contacts by tracking their behaviour via social media[9], your website[10] and through offline sources

- Repeat successful strategy by reporting on event attendance, campaign ROI and retention via in-depth reporting tools.

Grow the donation revenues from non-student groups

Applying strategies to successfully enhance the donations received from non-student groups is made simple and practical with StudentRelate.

- Use LinkedIn® integration to determine key contacts within a company to target those with the greatest influence on donor, sponsorship and affiliation decisions[9]

- Create dynamic relationships between students and university staff within your StudentRelate to ensure your team are kept aware

- Utilize your own custom action plan templates, containing specific activities and communications for different groups of contacts to establish repeatable success.

Your choice of deployments

We want you to have a student management system which fits your needs perfectly, regardless of whether this is in the cloud or on-premise, that's why we offer various deployment possibilities for both.

StudentRelate in the cloud

Maximizer StudentRelate solution works with its global network of business partners to provide a wide choice of different cloud-based offerings to suit you, including hosting your StudentRelate system on your own dedicated server or a shared server.

If you go for the dedicated server option, this allows the possibility for you to host other applications in the cloud. It also allows a higher degree of security and integration.

[9] HubSpot Connector required at additional cost.

A Maximizer StudentRelate cloud solution is right for your business if you:
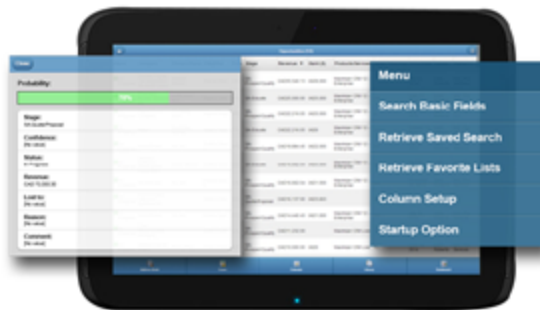
- Want a no hassle way to get up and running as quickly as possible
- Want a low initial investment
- Have limited IT support, infrastructure, technical resources/support staff
- Want to cut overheads on your existing IT infrastructure
- Want to remain up-to-date with the latest CRM software without the headache of upgrading
- Want the flexibility and peace of mind to migrate to an on-premise system in the future with minimal technical requirements and without any data loss
- Require little customisation
- Have basic integration requirements
- Want predictable monthly IT operating expenses
- Have a distributed workforce at remote locations.

StudentRelate on-premise

StudentRelate's dedicated and flexible on-premise options are the perfect fit for institutions with their own IT departments, wanting a solution which they can host internally, on their own servers.

A Maximizer StudentRelate on-premise solution is right for your university, college or school if you:

- Need to customize your CRM solution heavily to fit your business processes
- Require your CRM to integrate tightly into your institutions existing applications or have complex integration requirements

- Have already invested in internal IT infrastructure or have available in-house IT resources and support systems
- Require specialized data structures
- Have budget for up-front capital investment and prefer an intitial one-time investment over monthly recurring costs.

Next Steps

Request a tailored 1-2-1 demo of Maximizer StudentRelate from one of our technical consultants and see if it could be right for your institute.

About Maximizer

Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide

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