

POWERING THE PATH TO ENROLLMENT RECOVERY

childcarecrm

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PREPARE YOUR WEBSITE FOR TRAFFIC

- Access to curriculum and cleaning procedures
- Contact Us forms/links in prominent places
- Allow parents to self-schedule tours



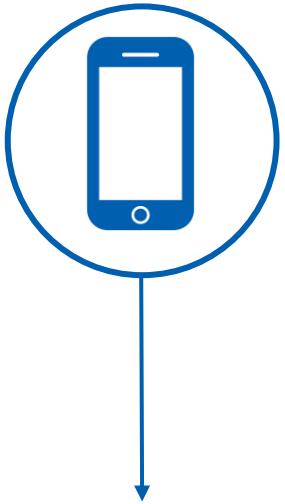
PREPARE TO EFFICIENTLY FOLLOW UP

FOLLOW UP PROCESS



Have a follow up process in place that extends from new inquiry to enrollment so no lead falls through the cracks

7 ENGAGEMENTS



Use a multi-channel approach that includes 7 engagements, utilizing text, email, and phone

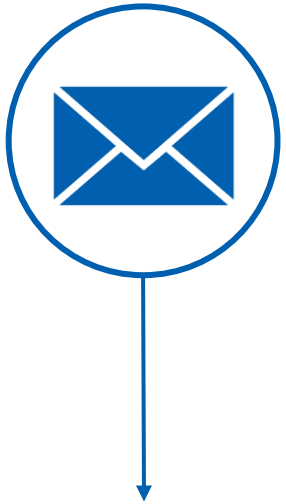
CUSTOMER RELATIONSHIP MANAGEMENT



A CRM system automates many of the engagements and helps track each inquiry through the enrollment process

COMPLIMENT FOLLOW UP THROUGH MASS COMMUNICATION

VIRTUAL TOURS



Use a mass-communication tool to send out virtual tours through email and text

WIN-BACK



Communicate with withdrawn and temporary leave students to win them back.

TWO-WAY COMMUNICATION



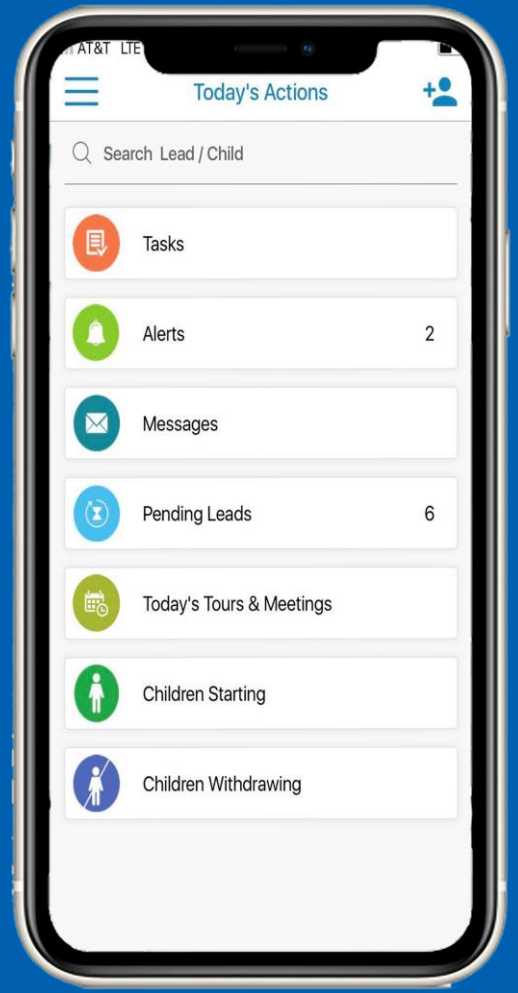
Make sure parents can respond to communications in order to quickly answer questions

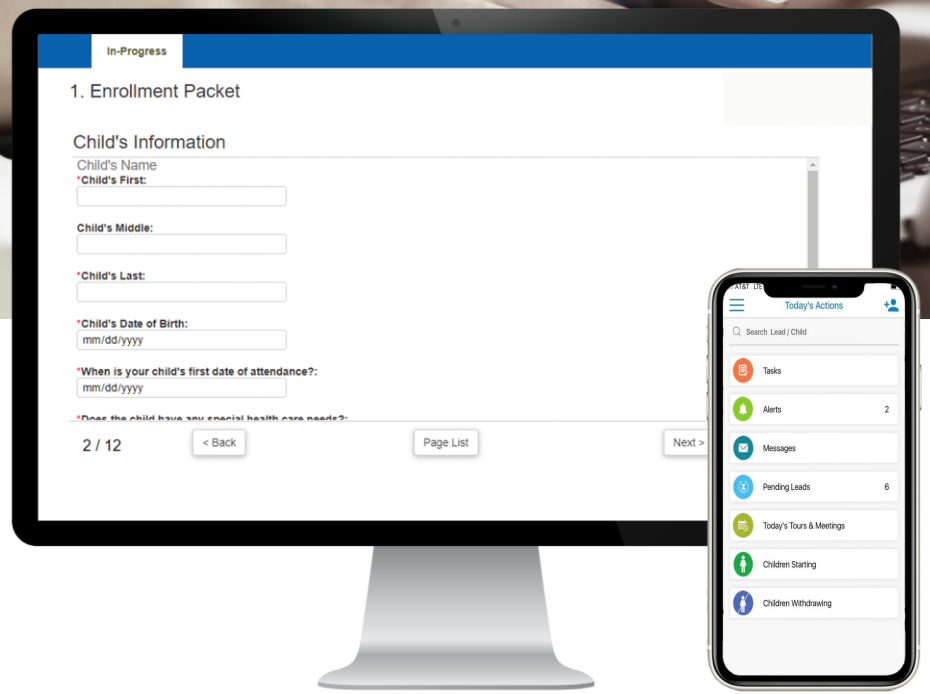
USE TECHNOLOGY THAT IS ACCESSIBLE WHEREVER YOU GO

Owners and directors are always on the go.

Make sure your software has a mobile app.

Ensure remote access is available.





EVALUATE PROCESSES FOR EFFICIENCY

Now is the time to evaluate processes for effectiveness and efficiency

Evaluate your technology stack to optimize processes through integrations

Use automation where available to minimize the time staff spend on remedial tasks

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