



ezRecruit™ CRM

Web-based CRM System for Higher Education



The Student Recruitment
Solutions Company

ezRecruit™ CRM Defined

ezRecruit™ CRM is a Web-based system that helps schools build and manage relationships and improve workflows.

Specifically, ezRecruit™ CRM automates, targets and tracks all interactions with prospects, applicants, parents, and counselors. ezRecruit™ provides portal functionality, targeted communication, communication history, content management and reporting, as well as inquiry, collateral, school visit and event management. ezRecruit™ CRM can integrate with student information systems (SIS) in real time, and is also available to current students and alumni.

ezRecruit™ CRM Highlights:

Quick implementation: ezRecruit™ is 'configured not coded' so you are up and running in weeks, not years.

Fully Web-based system: allows you and your team to manage on-site and off-site, 24/7.

Easy-to-use: technical skills are not needed to set up and maintain the system.

Improved customer service: deliver consistent, personalized information based on your audiences' interests and previous interactions with your school (targeted / automated communication).

Improved staff productivity: role-based, dashboard views will decrease human error, help avoid redundancies and increase response times.

Increased conversion and yield ratios: capturing all interactions builds your lead pool. Relationship-building activities encourage application and enrollment.

Measurable results: powerful yield reports link all your online and offline recruitment efforts to inquiries, applications and enrollments.

Flexible license: allows for unlimited users and support.

Choices regarding platform: ezRecruit™ is available in Java or .NET; hosted at EDge or on campus.

SIS integration: allows you to deliver full service to prospects, applicants and current students.

Security: secure 256-bit encryption ensures your information is safe.

For more information or a demo, call 1-800-211-5577 or e-mail: info@edgeip.com



ezRecruit™ CRM Features

Admin Tools

Prospective Student, Applicant, Parent and Counselor Records

- Detailed profiles and communication history
- Standard and configurable fields
- Rate / rank (when applicable)
- Create groups / segments
- Lookup, add, edit, retire
- Duplicate checking and merging
- Import leads

Communication History

- All interactions: e-mail, phone, letter, ezFAQ™, blog, chat, package, walk-in, events, campus tours, appointments, portal sign-ins, housing / application / aid / registration status

Alerts / Tasks

- Manage inbound and outbound communications: e-mail, phone, letter, package
- Role-based: staff, faculty, students, volunteers, alumni, others
- Dashboard view with drag and drop
- Inquiry forwarding or automated routing
- Follow-up reminders

Targeted Communication

- E-mail (text, HTML), text message, phone, letter
- Criteria: location, school, start date, programs, application / aid / housing / registration status, previous campaigns, events, portal sign-ins, etc.
- Create segments / target groups
- Personalized
- Automated / timed
- Templates for e-mails, letters, call scripts, surveys, e-newsletters
- Real-time e-mail tracking
- Permission-based and privacy compliant

Call Center

- Create, assign, manage campaigns
- Script / survey builder
- Track and measure campaign results
- Record incoming and outgoing calls

Campus Events

- Manage campus tours, open houses and

other events

- Schedule staff
- Add, edit, remove, copy event descriptions
- Registration form builder
- Announcements, reminders, follow-up
- Track registration and participation

Advising Appointments

- Schedule appointments
- Announcements, reminders, follow-up

School Visits, Fairs and Trips

- Manage school visits, fairs and trips
- Schedule staff
- Announcements, reminders, follow-up
- Master calendar
- Maps and special notes
- On-the-road access
- Feedback forms

ezFAQ™

- Natural language query
- Add, edit, remove / manage keywords

Package Requests / Inventory

- Manage package requests and inventory
- Automatic letters and labels merge
- Enclosure codes
- Send letter / e-mail in lieu of package
- Alerts to restock inventory

Portal Content Management

- Add, edit, remove: main and sub-navigation, pages, links, images, text, keywords and metatags
- Create mini / micro-sites
- Holding bin / approval process / audit trails
- Web forms builder
- Technical skills not required
- Push content to segments

School (Institutional) Records

- Schools, libraries, counseling centers, faith-based institutions, employers, embassies, etc.
- Add, edit, remove
- Manage contacts: counselors, teachers, agents, principals, etc.
- Segment by type, region, etc.

- Track inquiries and enrollments by school / institution

Admissions Applications

- Dynamic form builder
- Integrates with SIS
- Communicate based on status
- Adjudication / review tools available

Reporting

- Standardized and ad hoc
- Examples: funnel, conversion and yield ratios, events, e-mail / phone / letter campaign outcomes, how contacts heard about you, school visits, staff productivity
- Export, forward
- Dashboard view

Access Levels / Security

- Define unlimited access levels and roles: master administrator, recruiter, faculty, volunteer, etc.
- Password encryption
- SSL

Implementation

- 2 - 14 weeks
- Includes needs assessment

Integration and Technology

- Real-time SIS integration
- Import records / export data
- Channels / RSS feeds
- Oracle or SQL database platform
- JSP, .NET or ASP language
- Microsoft Windows / Unix / Linux
- Section 508 / W3C Accessibility Compliant

Hosting

- Hosted on-site or off-site

Training and Support

- On-site or off-site training
- Unlimited Webinar training and phone support
- User manual and online help
- Annual user group

Prospective Student, Applicant, Parent and Counselor Portals

Profiles

- Create / update profile
- Indicate interests
- Indicate communication preferences
- Password retrieval

Personalized Content

- Greeted by name
- Interest-specific information
- Country-specific language
- Personalized correspondence

Communication

- Mail box with all interactions recorded
- E-mail submission
- Package requests

Social Networking

- Interacts with social networking sites
- Channels / RSS feeds
- Blogs / wikis / chat

Events

- RSVP: campus tours, open houses, other events
- Reminders, feedback forms

Admissions / Financial Aid / Housing Applications

- Pre-populated
- Complete over multiple sessions
- Fee payment
- View status
- Receive status-based communication
- Budget calculator

ezFAQ™

- Immediate, on-screen response

Portals

- Prospective student portal (undergraduate and graduate)
- Applicant portal (undergraduate and graduate)
- Counselor portal
- Parent portal
- Continuing education portal
- Career services and employer portal
- Alumni portal



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About EDge Interactive

EDge is the leader in Canada in providing CRM systems to colleges and universities. Since 1995, EDge has worked directly with over 700 educational institutions around the world, delivering products and services that include ezRecruit™ CRM, e-mail marketing / advertising strategy and execution, website design and development. EDge also manages its own suite of sites including: SchoolFinder.com, ScholarshipsCanada.com and StudyinCanada.com.

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