



EduCustomer360™

Powering Meaningful Connections in Modern Education

EduCustomer360 helps educational institutions modernize how they attract, engage, and support students. By unifying CRM and marketing capabilities into one platform, it enables schools to deliver timely, personalized communication and build stronger relationships across the student lifecycle.

Key Capabilities

Automated, Personalized Outreach: Targeted messages triggered by student behavior to boost conversions

AI-Driven Audience Segmentation: Smarter targeting using behavioral and demographic data

Centralized Data & Real-Time Dashboards: Unified student profiles and actionable enrollment insights

Frictionless Onboarding Journeys: Automated welcome flows and resource delivery for new students

Integrated Social Media & Campaign Planning: Manage content with Buffer, Canva, Trello, and Adobe—all in sync

Proven Results

- **+25% increase** in student conversion rates via personalized automation
- **Improved forecasting** and campaign effectiveness
- **10+ hours/week saved** on manual marketing tasks
- **Higher student satisfaction** during onboarding and engagement phases

Benefits at a Glance

- Streamlined marketing and admissions coordination
- Greater campaign consistency across channels
- Stronger student engagement at every lifecycle stage
- Scalable automation with human centered design
- Faster decision-making through real-time insights

Use Cases in Action

- **Prospective Student Engagement**
Automated, behavior-based communication
- **Dormant Lead Recovery:** Targeted campaigns revive cold prospects
- **Social Media Campaign Management**
Coordinated, data-informed posting.
- **Real-Time Enrollment Reporting**
Dynamic dashboards for forecasting and resource allocation

Let's Redefine Educational Engagement

Request a demo, schedule a consultation, or connect with our team to learn how EduCustomer360 can support your institutional goals.

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