

# What is a CRM for higher education?

According to the IT research and advisory of IT scholars, a CRM (Customer Relationship Management), is not only the technology but also “a business strategy that has primary objectives of optimizing profitability and revenue, improving customer satisfaction and promoting customer-centric processes.”

In other words, a CRM for higher education enables institutions to keep their stakeholder's information up-to-date by facilitating and tracking every interaction the university has with them across different platforms, no matter where they are in the world. It is designed to help staff by simplifying their workflow and in turn, improving their relationships with students. The outcome? Increased admissions and retention rates, better communications with students and a happy team.

A good CRM will have a stylish, clean and user-friendly interface, making it enjoyable to use. The technology and design of a high-quality CRM will be updated and modernized as new innovations come to the fore. It consolidates all communication pipelines into a single program, making it easy for new and existing staff to learn how to use it to its full potential.