**CRM** –In Customer Relationship Management our concern is to maintain relationship with our customers and retain them to drive the growth of their institutions. EduSquadz will provide Lead Generation to the institutions from their growth perspective. Here we will also provide the facilities of online calling and counseling.

* **Lead Generation:** Lead generation is the process of attracting and converting prospects into one who has interest in the services being provided by the institutions. A lead is any person who indicates interest in your educational institution.

In the Lead Generation module of EduSquadz we provide option to send opt-in data to your ERP system or e-mail. We will attract the students towards the courses or services provided by the institutions so that they become interested on their own to avail the packages being provided by our clients. It's a way of warming up potential students to business and getting them on the path to eventually make a purchase.

For this purpose a visitor student discovers your services or course packages through one of your marketing channels, such as your website, blog, or social media pages like Facebook, Instagram, etc.

That visitor then clicks on your Call-to-Action (CTA) — an image, button, or message that encourages website visitors to take some sort of action.

That CTA takes your visitor to a landing page, which is a web page that is designed to capture lead information in exchange for an offer. This landing page will be provided by us and then we will deal that person’s query on your behalf to convert him positively.

* **Counseling:** “It is the process of assisting and guiding clients, especially by a trained person on a professional basis, to resolve especially personal, psychological or economical difficulties.” Counseling is a very cumbersome and time consuming activity to be performed by the institutions for which the Educational Institutions have to hire professionals but here at EduSquadz this hectic work can be easily managed by us for assisting our clients and make their work easy.

We can provide counseling by the means of telephonic conversations as well as through email or SMS services. We are here at EduSquadz will provide the best possible guidance to the students to choose the best institution for the most efficient career option.

* **Calling:** Here at EduSquadz we are providing the calling services in the form of outsourcing activities. We can make calls to the students on daily basis for enquiries and for the further activities to be performed by them. We will provide all the services related to before and after sales.

Our purpose is to facilitate our clients for its day-to-day activities and lessen the burden by sharing its responsibilities. Now it is our duty to fulfill all the requirements of our clients.

**ERP** – In Enterprise Resource Planning (ERP) we refer to a type of software that organizations use to manage day-to-day business activities such as accounting, attendance and other such activities.ERP systems tie together a multitude of business processes and enable the flow of data between them.

* **Attendance:** EduSquadz provides real-time attendance feed. The interface also provides facility for marking holidays and cancelled lectures. Individual student attendance report can be viewed at one place like total lectures attended or aborted. Attendance report can be customized using the filters according to course & batch.

The Schedule for all the lectures or extra lectures can be made available under this sub module. The timings for discussions with the faculties can also be managed here. We can also generate daily, weekly, monthly or annual reports for the attendance. This will help us in checking the regularity of the students.

We can also monitor the regularity of the students by sending message to the students if their presence is not marked.

* **Admission:** The admission procedure is again quite time taking. Form filling, documentation, describing fee details, offering installment choices, pooling different courses in the form of packages, etc. activities have to be performed at the time of admission.

The EduSquadz Admission sub module is developed for providing all the basic necessities for the admission procedure. We have built choices for various course packages. We can also use prompt discount options for attracting the students.

We have the options for pre-formatted installment options with variable pricing or a lump sum payment choice. The student enrollment process includes an SMS + Email update to student and/or parents/guardians. We will provide an admission form template ready in case you wish to dynamically generate printable admission form for offline records.

The online fee payment and other types of payments for the purpose of purchases of course modules or online courses or test packages can be handled here.

* **Accounts:** Book-keeping and accounting is the yet another service provided by the EduSquadz platform. It keeps a record for all the income and expenditure of the institutions. The main source of income for most of the educational institutions is the fees collected by the institutions as well as the revenue generated by the sale of online course modules, test series and by their posts on the social networking sites.

It is very much possible that the choice of paying in monthly installments is offered to the students. The student may break the fees into installments. Tracking this could sometimes be difficult. With EduSquadz it is very easy as the software allows you to make entry of partial payments and prominently displays the balance payment due. You can update records for mode of payment such as Cash, cheque, Bank Transfer or Credit/Debit Card using online payment gateway. For the cheque payments the system will hold back the status till the cheque is cleared. In case the cheque is dishonored, you can update the status of the cheque thus reversing the payment status.

You can view the total income and total pending dues at a glance. It offers a list of all payments done or pending payment list by selecting a particular time period at a click of a mouse. You can filter it by Branch, Course, Batch and so many options are there.

You can also generate receipts for the payments made. There is also a sub section for managing the other purchases made by the institutions inclusive of stationary, payment of salaries, etc.

**LMS** – Learning Management System is the most effective product we are providing. Here the students can get direct access to live class tests. It is a one-stop solution that delivers training material to the learners, administers tests and assignments, tracks the learners’ progress, manages record-keeping and offers continuous support.

* **Class Test:** You can create Online Test with various types of questions like MCQs, Fill in the blanks, Match the column, State true or False, etc. The EduSquadz software allows you to build question banks by adding questions in each category type.

Once the test is scheduled the student can login to their panel to appear in the test and view instant score. The student can view the entire test’s result which he had appeared in. After appearing the test the student is able to view correct solutions. We can create subjective type test also in which students can submit their answer sheets in the pdf format and we can provide them with the correct answers after checking their answer sheets. Each student will get shuffled questions to avoid any possibility of copying the answers. You can also download the Test schedules in pdf format and print.

* **Assignments and Homework:** The assignment module allows the teachers to collect work from the students, review it and provide feedback including grades. The work that will be submitted by the students is visible only to the teacher and not to the other students unless a group assignment is selected.

The students can submit any digital content (files) for example, word-processed documents, spreadsheets, and images, audio and video clips. Alternatively, teachers can ask students to type directly into a text field in the module. Or they can ask students to do both, upload a file or files and type text directly into module. An assignment activity can also be set up to not accept any student submissions after the due date.

An assignment has an 'available from' date before which no students can submit anything, and a ‘due date’, after which teachers can choose not to accept submissions any more.

Through the same module we can provide certain sub modules for the home work task. Here we divide a single chapter into sub parts and assign sections to the whole content as home work. Students have to submit their homework online and they can revisit the homework after a certain time.

* **Students’ and Teachers’ Reports:** In this module we will provide our client institutions all the detailed reports of their students and the faculties as well. Daily attendance report, test results

ONLINE TEST – In this module we are providing access to online tests to our customers. They can get access to their results, ranks and a proper report showing complete analysis of the marks scored by them.

LIVE LECTURE – The customers can avail the facility of the live classes and on the spot doubt clearance. We are providing the batch management services to our customers for better output.