EduBridge ERP

EduBridge Admissions CRM

A Smart Admissions & Enquiry Management System for Colleges and Universities

Transform Your Admissions Journey

- Manage Enquiries & Leads
- Track Targets & Conversions
- Monitor Team Performance
- Plan & Measure Marketing Campaigns



- AI-Powered Admissions Insights
- Mobile Access Anywhere, Anytime
- Role-Based Access (Director, Field Manager, Counsellor)
- Data-Driven Reports & Analytics

Increase Admissions | **Improve Team Productivity** | **Centralized Lead Management** | **Real-Time Institutional Insights**

PRODUCT CATALOGUE • FOR COLLEGES & UNIVERSITIES

edubridgeerp.in

Illustrative product visual • Sample data

PRODUCT CAPABILITIES

Smart lead & enquiry management

Capture, assign, follow up and convert in one connected workflow.



Illustrative product visual • Sample data and interface; not a live screenshot.

Centralized enquiries

Record student contact, programme, source and admission details.

Ownership & priority

Assign counsellors; search, filter and update lead priority and status.

Follow-up workflow

Log communication channel, remarks and next follow-up date.

Admission pipeline

Track status history, pending actions and overdue follow-ups.

Communication history

Send individual emails from lead profiles when SMTP is configured.

INSTITUTIONAL VALUE

Give every enquiry an owner and a clear next action, from first contact to admission.

PRODUCT CAPABILITIES

Smart QR-based registration

Make enquiry capture paperless at admission desks, seminars and outreach events.



Illustrative product visual • Sample data and interface; not a live screenshot.

Registration QR codes

Generate and download QR codes; manage active registration links.

Student self-registration

Prospective students submit details through a public web form.

Automatic lead creation

Submitted enquiries enter the CRM for follow-up.

Counsellor allocation

Allocate QR leads to eligible counsellors based on active workload.

Registration visibility

Track QR registrations and centrally manage enquiry records.

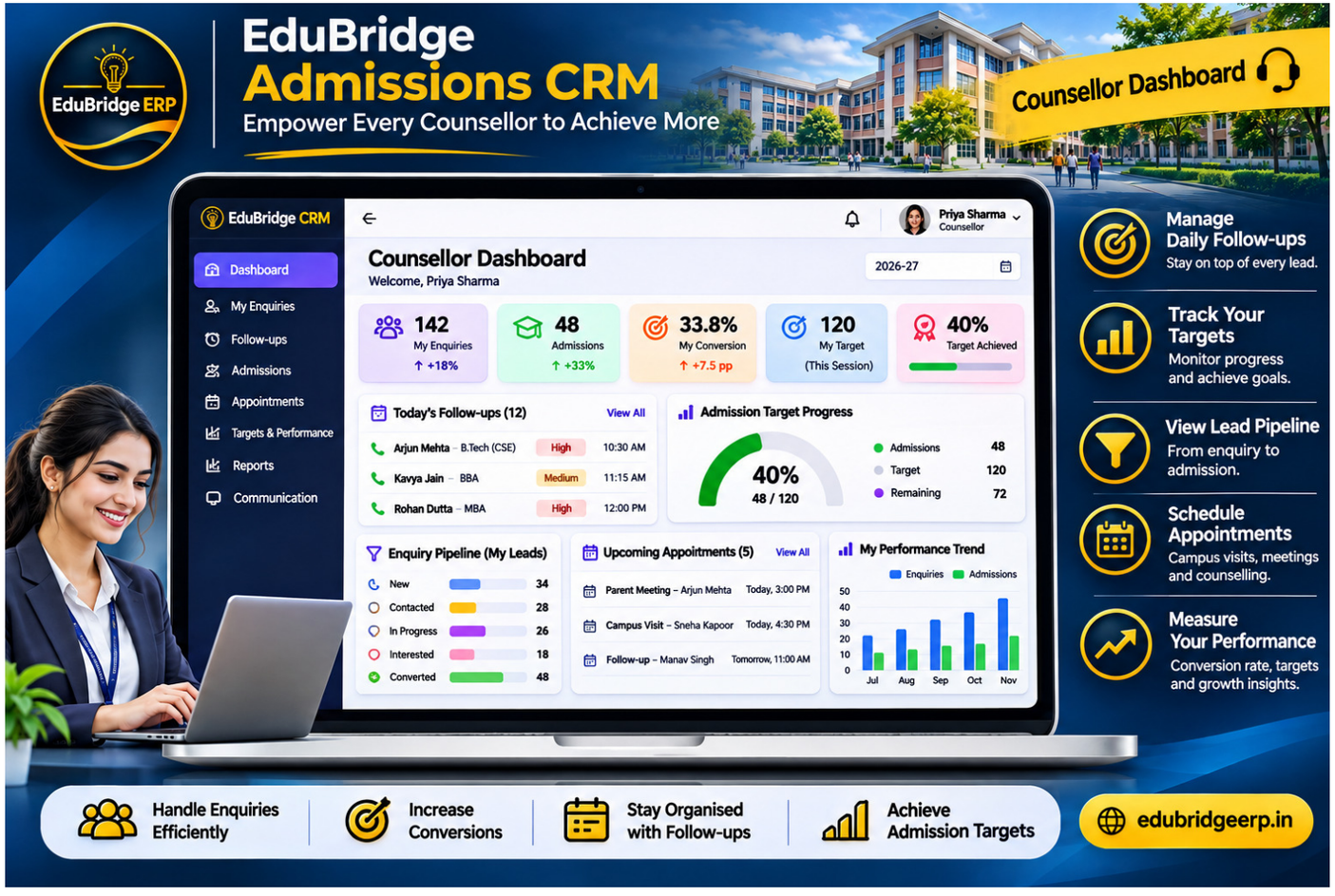
INSTITUTIONAL VALUE

Reduce duplicate manual entry and connect outreach events to your admission pipeline.

PRODUCT CAPABILITIES

Counsellor workspace

A focused daily workspace for admission teams.



Illustrative product visual • Sample data and interface; not a live screenshot.

Daily work queue

Review assigned enquiries, today's follow-ups and pending opportunities.

Lead prioritization

Focus on high-priority enquiries and update their status.

Interaction records

Record conversations, remarks and follow-up dates.

Personal performance

Review programme-wise activity and admission progress.

Target visibility

Monitor admissions and achievement against assigned goals where configured.

INSTITUTIONAL VALUE

Help counsellors stay organized and give managers visibility into individual performance.

PRODUCT CAPABILITIES

Field operations & institutional outreach

Coordinate visits, relationships and regional admission activity.



Illustrative product visual • Sample data and interface; not a live screenshot.

Regional performance

Review field team performance and regional admissions.

Field visit records

Record visits and review recent enquiries.

Daily activity planner

Plan school and coaching visits, follow-ups and enquiry targets.

Institution directory

Maintain school, college and coaching contacts and relationship status.

Visit follow-through

Log interactions, schedule next visits and update or reschedule activities.

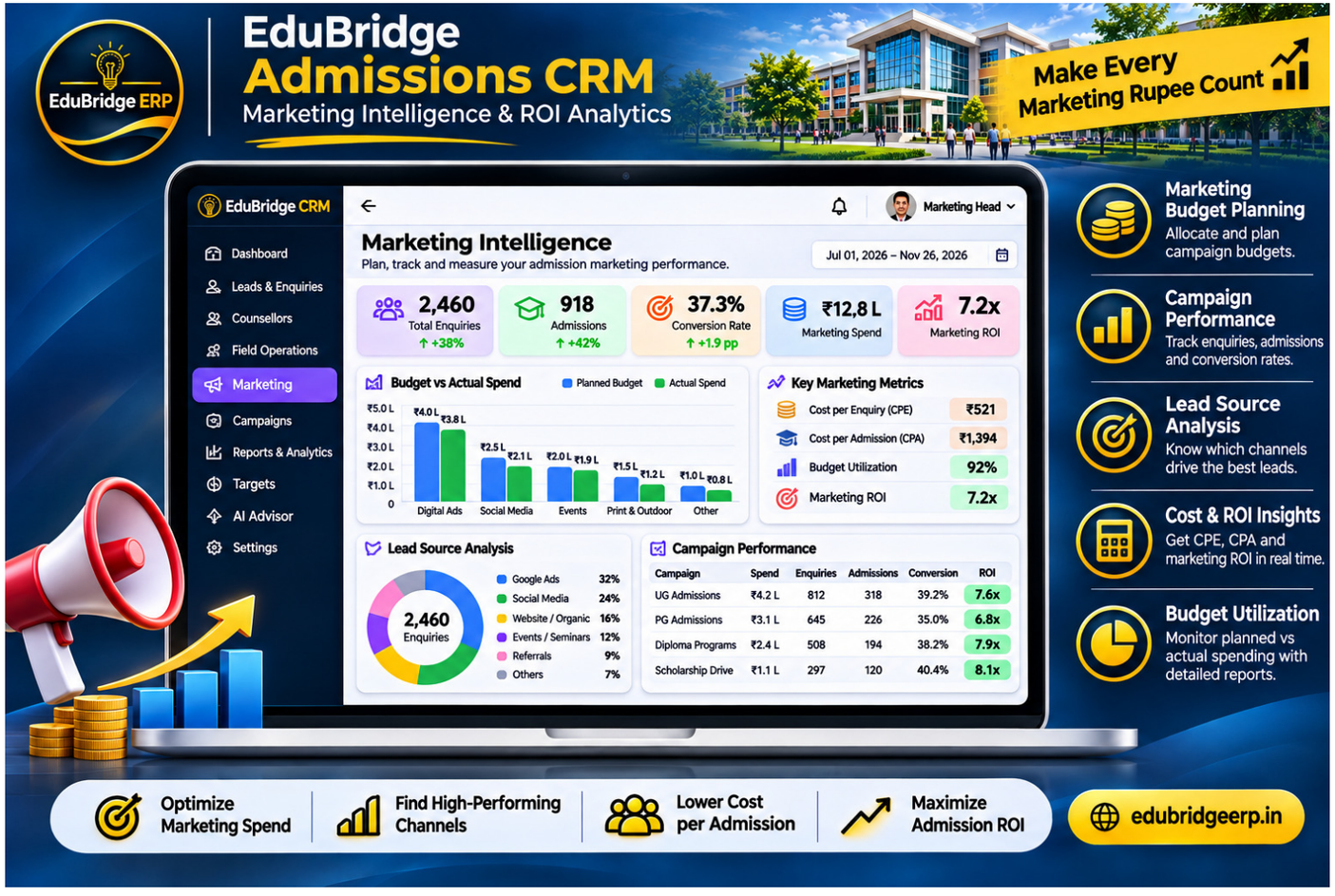
INSTITUTIONAL VALUE

Turn field outreach into a structured, measurable admission activity.

PRODUCT CAPABILITIES

Marketing budget & intelligence

Connect marketing expenditure to enquiry and admission outcomes.



Illustrative product visual • Sample data and interface; not a live screenshot.

Source-wise budgets

Allocate budgets to configured lead sources by academic session.

Expense tracking

Record and edit expenses; compare actual spend with allocation.

Budget controls

Review remaining funds, utilization and budget warnings.

Efficiency metrics

Compare cost per enquiry and cost per admission.

Revenue potential

Review projected annual fee revenue and revenue-to-spend ratio.

INSTITUTIONAL VALUE

Make more informed budget allocation decisions using recorded admission outcomes.

MANAGEMENT INTELLIGENCE

Which marketing source performs best?

Compare digital campaigns and field outreach using the same admission metrics.

MARKETING SOURCE	SPEND (INR)	ENQUIRIES	ADMISSIONS	CONVERSION	COST / ADMISSION
Google Ads	50,000	250	50	20.0%	INR 1,000
Facebook Ads	40,000	400	40	10.0%	INR 1,000
Field Visits	60,000	300	100	33.3%	INR 600
School Seminars	25,000	200	50	25.0%	INR 500
Newspaper Ads	30,000	100	10	10.0%	INR 3,000
Student Referrals	**10,000**	**100**	**50**	**50.0%**	**INR 200**

Illustrative figures only; not actual institutional results.

BEST COST EFFICIENCY

Student referrals: INR 200 per admission.

HIGHEST ADMISSION VOLUME

Field visits: 100 confirmed admissions.

BUDGET REVIEW

Newspaper ads: INR 3,000 per admission.

The CRM identifies the best eligible source by cost per admission (at least five admissions and recorded spend). Source attribution and expenses must be recorded; direct Google or Meta ad-platform synchronization is not implied.

PRODUCT CAPABILITIES

AI Admission Advisor

Ask questions about your admission data and explore actionable insights.



Illustrative product visual • Sample data and interface; not a live screenshot.

Smart insights

Review admission metrics and suggested actions.

Conversational analysis

Ask about targets, conversions and lead sources.

Counsellor workload

Explore team performance and distribution of work.

Marketing intelligence

Review budget utilization and cost efficiency.

Management summaries

Generate summaries and improvement plans when AI integration is configured.

INSTITUTIONAL VALUE

Support management decisions with data-informed recommendations, not guaranteed outcomes.

PRODUCT CAPABILITIES

Role-based access & mobility

One connected web platform for the admission team.



Illustrative product visual • Sample data and interface; not a live screenshot.

Director / management

Review overall admissions, targets and team performance.

Field manager

Coordinate visits, regional activity and outreach.

Counsellor

Manage assigned enquiries and daily follow-ups.

Administrator

Manage users, roles, institutions and branches.

Web accessibility

Access through a browser on supported desktop and mobile devices.

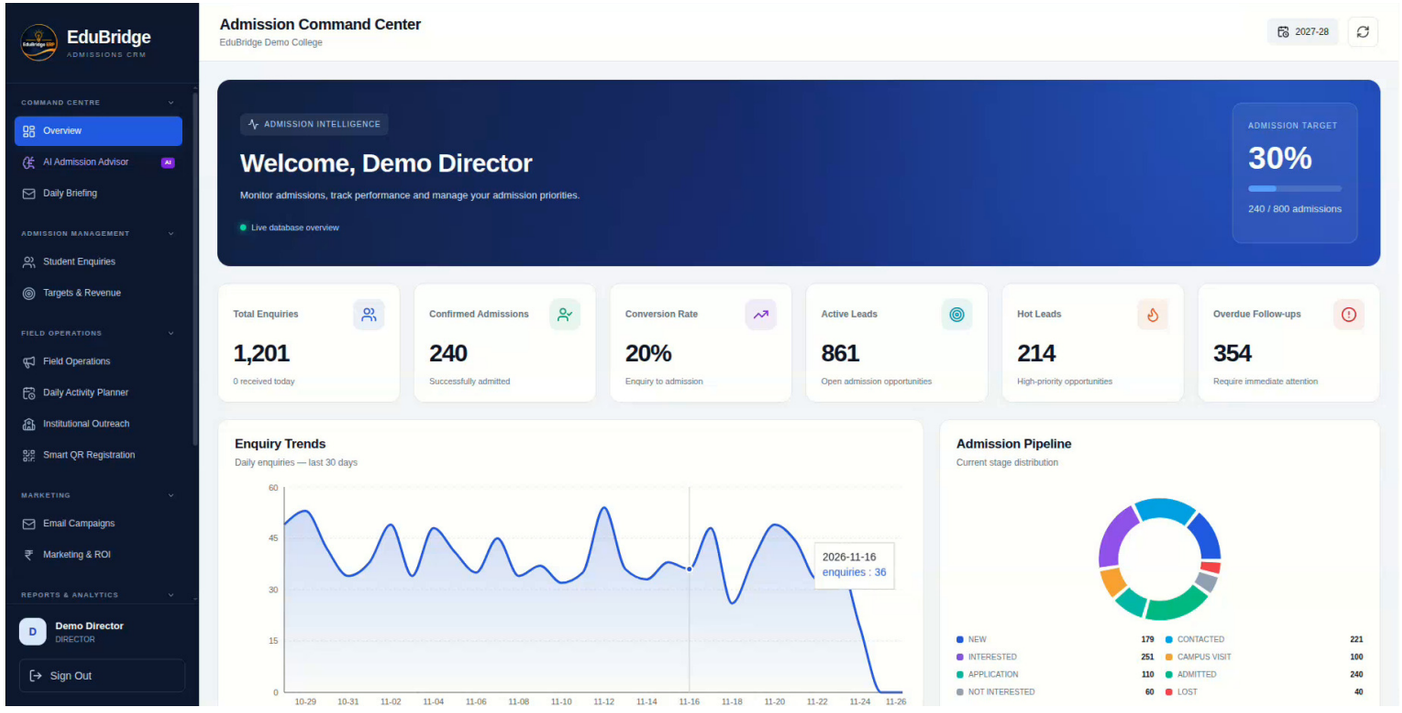
INSTITUTIONAL VALUE

Give teams relevant access without presenting the web interface as a native mobile app.

EXECUTIVE OVERSIGHT

Admission command center

Keep management informed of progress, targets and operational activity.



Actual demo interface • Captured from supplied screen recording.

Admission overview

Active and hot leads, confirmed admissions and conversion rate.

Targets & projected revenue

Configure programme admission targets and annual fees; track achievement.

Performance insights

Review counsellor, programme and lead-source performance.

Daily admission briefing

Preview reports, configure recipients and schedule or test delivery.

Email campaign preparation

Templates, audience filters, drafts and previews; bulk sending is simulation-only.

Deployment note: AI and live individual email/briefing delivery require configured integrations. Bulk email campaign sending is currently simulated. Illustrative visuals may differ from the deployed interface.

BUILT FOR HIGHER EDUCATION

Connect your entire admissions journey.

Bring enquiries, counsellors, marketing budgets, field outreach and leadership reporting into one connected admission workspace.



Capture

Digital enquiries & QR registration

Convert

Follow-ups, ownership & targets

Improve

Marketing & management intelligence

REQUEST A LIVE DEMO
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