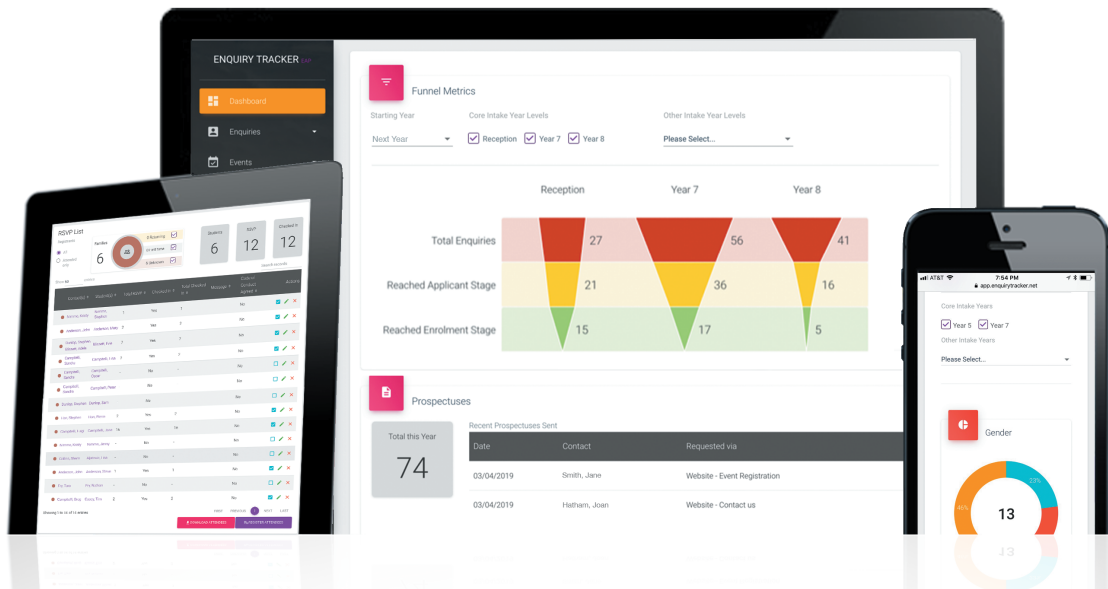


Photo courtesy Kilbreda College, Victoria

## HOW TO INCREASE ENROLMENTS, MANAGE YOUR PIPELINE AND GET RAVING FANS



### ENQUIRY TRACKER

The lifeline of every school is Future Enrolments.

Enquiry Tracker is a simple tool that delivers critical insights to forecasting and analysis.

Easily manage all your student enquiries, build amazing relationships through personalised emails and make better decisions by combining integrated trend analysis and key metrics with powerful dashboards and reports you can access anytime, anywhere.

**A game changer for Marketing and Admissions - end spreadsheets forever!**

## THE CHALLENGE

New enquiries come from a range of disparate sources such as 3rd party websites, surveys, event registration, phone, email or in-person visits.

Data is collected inconsistently, stored in spreadsheets, and when combined with manual data entry, the end result is time consuming and prone to errors.

When coupled with the need for student forecasting, delivering timely reports, and managing conversion ratios... it can prove to be very costly.

Now there is an affordable online solution that solves these problems today.

“ Nothing comes close to how easy it is to manage future students in one solution. Beyond the intuitive event registration and email communications are the insights it provides us about our future families - there is nothing like it. ”

**Patrick Kelly**

Director of Development & Community Relations  
Blackfriars Priory School

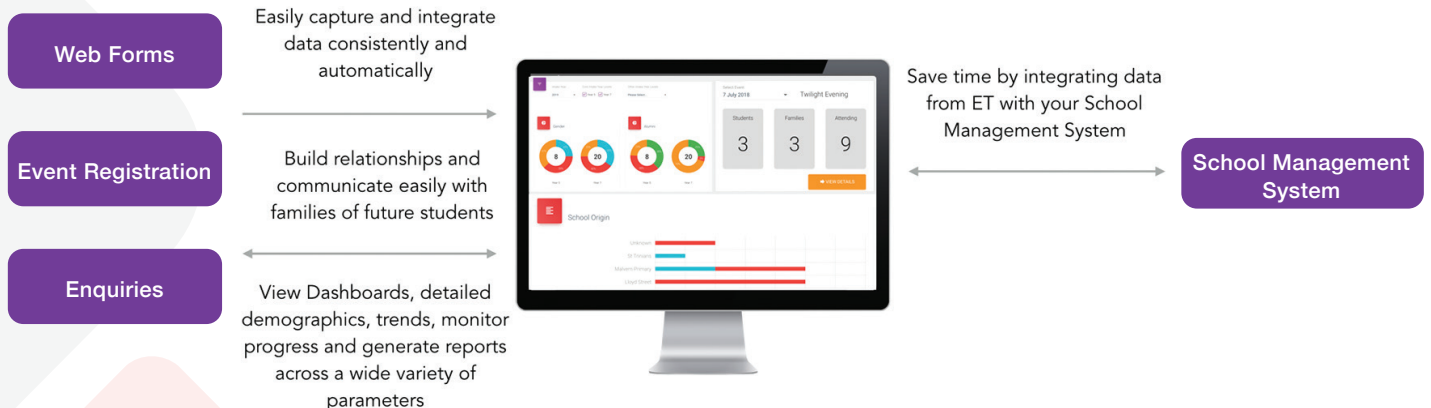


## KEY CHALLENGES

- Difficult to track attendance & metrics for events
- Need a reliable solution to manage visitor compliance
- Hard to capture information online consistently and follow up with personalised emails
- Lack of visibility into the prospective student pool, especially years out
- Hard to maintain a long term relationship with prospects
- Timely reports are not ready when you need them
- Poor visibility into key data showing which marketing programs are working
- Difficulty in tracking conversion metrics for future enrolment years
- Time required to enter data into a School Management System

## INTRODUCING ENQUIRY TRACKER

Designed from the ground up, Enquiry Tracker is an access-anywhere web-based solution that allows schools to track, capture and manage unlimited enquiries in one centralised platform. Whether a future enrolment enquiry, an attendee at a school event, a personal tour or someone simply requesting a prospectus, we have you covered.



## INSTANT WEB FORMS

Enquiry Tracker's instant webforms collect vital family information for Open Days, tours, prospectus requests or general enquiries. With one line of code our forms are ready to go, Event Registration, Prospectus Request and General Enquiry, saving hundreds of hours on manual data so your admin team can focus on what matters.

With dynamic event registration forms you never have to change them. Only upcoming events are displayed. Once they are over, they are no longer visible on the webform.

Pick list items are the very same as the ones used in Enquiry Tracker. Change them in Enquiry Tracker and they change online immediately. You are always up to date.

## INTEGRATED EVENT MANAGEMENT

In addition to managing Private Tours, you can easily manage high-volume attendance at School Tours and Open Days by registering families online combined with tablets for rapid check in.

Today, it is more important than ever to manage data collection and ensure compliance with appropriate records pertaining to site attendance, registration and code of conduct observation. Our unique Code of Conduct option allows you to track attendee compliance in accordance with your school policies.

Attendee Name	Address	Status	Code of Conduct Agreed
Anderson, Jane	Anderson, Steve	Partial	No
Campbell, Greg	Cathy Tim	Yes	No
Collins, Ben	Adrian, Lisa	No	No
Dunkley, Steve	Dunkley, Sue	2	No

Attendee Name	Address	Checked In	Message	Code of Conduct Agreed
Anderson, Jane	Anderson, Steve	Partial	No	No
Campbell, Greg	Cathy Tim	Yes	No	No
Campbell, Lisa	Campbell, Jane	Yes	No	No
Collins, Ben	Adrian, Lisa	No	No	No
Dunkley, Steve	Dunkley, Sue	2	No	No

“ We have always managed our Open Days with an online form and spreadsheets and our other enquiries have quite honestly gone unmanaged. We are really looking forward to getting it all together in Enquiry Tracker and being able to report on what we know is happening. ”

Online event registration triggers the automated and customisable email sequence, designed to deliver that professional touch.

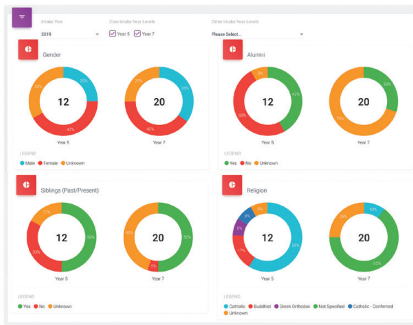
Staff and student representatives use the check-in mode to provide families with a seamless customer service experience.

**Nicole Roache**  
Marketing Manager  
The Geelong College

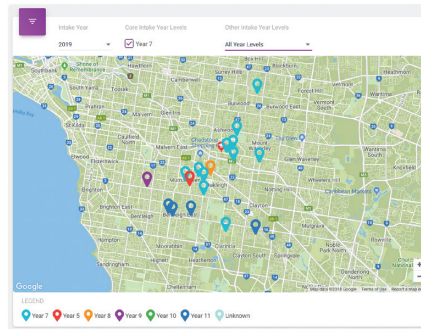


## POWERFUL INSIGHTS & ANALYSIS

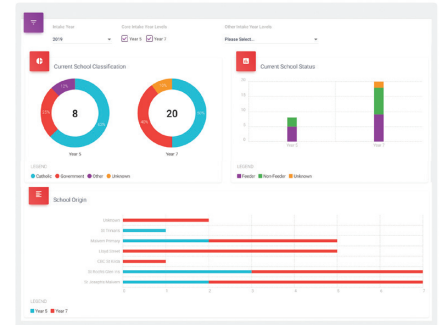
Our Reporting and Analytics Module is dedicated to providing critical metrics and insights to monitor progress - in real time! From demographics and event performance to geographic data and the ever-important feeder school information, Enquiry Tracker provides powerful data that instantly presents critical information.



Have a complete demographic picture of students by gender, sibling and alumni status as well as religion (if applicable).



Geographic map provides a snapshot of where every family for each school year is located. See trend shifts in suburbs.



Get a complete picture of students school of origin and year of entry. View year-over-year data.

### Communications Module

Build and maintain relationships with families that demonstrate an optimised profile to increase the probability of converting into future students.

### Application Module\*

Our fully integrated online Application Module will capture complete and accurate information along with key documents to streamline the student application process to save time and money.

\*Coming soon

## INTEGRATION WITH SCHOOL MANAGEMENT SYSTEMS

Enquiry Tracker uses industry standard data interchange formats to integrate with your Student Management System. At any point, approved school staff users can easily move data from Enquiry Tracker into your school systems for immediate use.

### GET STARTED TODAY

If you are interested in learning more about how Enquiry Tracker can transform managing enquiries, running onsite events, personal tours, prospectus distribution, and reporting on key metrics so you can make better decisions, then contact us today.

“ We are using Enquiry Tracker to track all our future families. It enables us to manage all our prospectus enquiries, school tours and Open Days and includes automated email and calendar invites, saving hours on administration and delivering instant analytics. The ET team really understand school marketing and the product demonstrates that and delivers! I highly recommend it. ”

**Wendy Johnston**

Director of Marketing & Communications  
St Margaret's Anglican Girls School, QLD

