

How the leading Australian Enrollment Broker 'I Want to Study in Australia' used Messaging to Increase Conversions by 35%



SMS-Magic has given us the ability to offer a more structured approach to our SMS capabilities.

We were sold from the start, an excellent service with friendly supportive staff, not only through our initial set up, but also through the continuing use of their service.

- Josh Willett
Zoho CRM Manager & Engagement Team Mentor,
I Want to Study in Australia

About 'I Want to Study in Australia':

'I Want to Study in Australia (IWTSIA)' is one of Australia's leading enrollment brokers, that offers a wide variety of nationally recognized qualifications through various tertiary education providers. They act as a "middle-man" between the student and the education provider.

BUSINESS CHALLENGES:



No integration of messaging application with CRM



Minimal response on emails

The IWTSIA team had been using messaging to reach out to prospective students for about 2 years. They used a messaging application that was not integrated with their CRM. Therefore, they could not see the messaging history logged against each record in the CRM. Additionally, the complex UI of their messaging solution did not let them leverage the full potential of messaging.

The team also used other mediums of communication like emails and calls but was not able to get prompt responses on either of these channels.

SOLUTIONS:

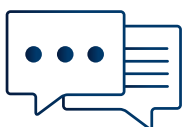
The IWTSIA team integrated SMS-Magic in their Zoho CRM. With SMS-Magic's intuitive and user friendly interface, the team implemented automated messaging conversations from their CRM.





As soon as a lead was created, a welcome message was triggered. An automated conversation was sent to find out a convenient time for a call. Based on the response, the team could now prioritize their calls for the day. In case the lead did not respond to the call, another automated conversation was triggered.

Driving Conversations through Messaging:



2-way messaging to qualify leads

By requesting responses on messages, the IWTSIA team can now have more conversations with their leads and so move them faster through the pipeline.



Sharing important information to a large database

Using SMS-Magic, the IWTSIA team can easily share important information like education loans, changes in government funding policies, etc. with the entire database.



Internal reporting

Automated messages are now used to send daily reports to the higher management with details of closed opportunities.

RESULTS:



Streamlined communication

All conversations are recorded in the CRM. Different departments can scan through all the communication that has been exchanged with a particular lead or contact and align their efforts.



Increased sales conversations

The ease with which customers can respond to messages has helped in significantly increasing the number of sales conversations.



Increased operational efficiency

By using a well integrated messaging application within their CRM, the IWTSIA team has been able to save time and significantly improve productivity.

SUCCESS

45%

Increase in Sales
Conversations with the Leads

35%

Increase in
Sales Conversions

One to One Messaging

helped in building trust and long term relationships

Campaigns, Remarketing and general two-way communication through a very user friendly portal has increased our contact conversions dramatically.

Seeing our existing customers reply to campaigns with the click of a button has shown a 45% increase to incoming traffic. SMS-Magic just works - what more could we ask for...

- Josh Willett

Zoho CRM Manager & Engagement Team Mentor,
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About SMS-Magic

SMS-Magic is a proven, global messaging platform for Zoho and Salesforce, with over 1500 clients across 190 countries, including small, midsize, and enterprise accounts. SMS-Magic enables Zoho and Salesforce users to engage buyers and win and retain more new customer revenue, while creating strong customer relationships that drive sustainable competitive advantage. SMS-Magic is the most positively reviewed messaging application on Salesforce AppExchange.



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