

## SYNERGIZE IT PRODUCTS FOR EDUCATIONAL ESTABLISHMENTS

No longer will students miss an exam. No longer will students have an excuse for missing an assignment deadline. The proof is in the text message and no student is ever too far away from their mobile phone!

Synergize IT's portfolio of products is the perfect way to quickly communicate a message to students, teachers and parents. It can be used for a range of situations and negates the need for broadcasts over speaker systems, unplanned assemblies and letters being printed and sent in the post. It can also be used to distribute general information about events, timetables, parent's evenings, surveys and more.

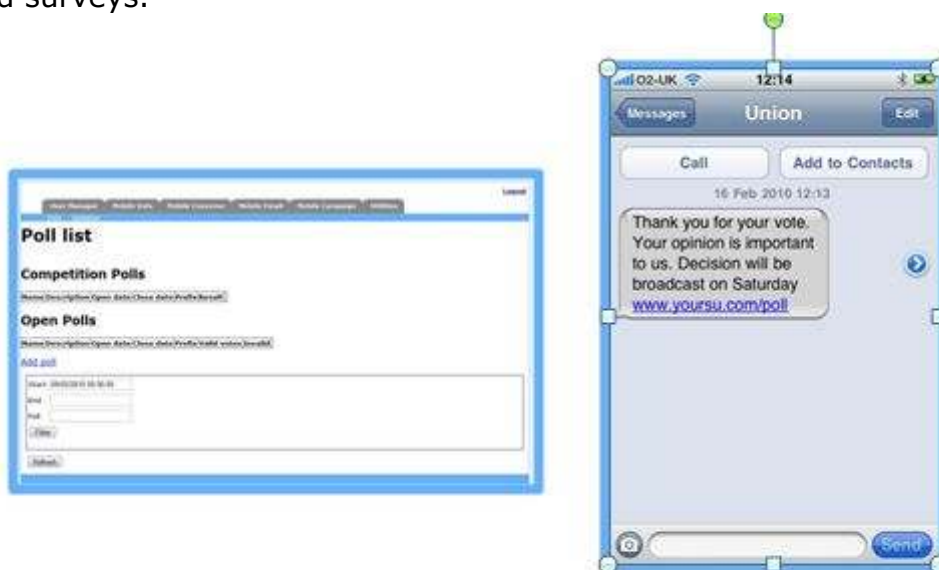
The service is virtually instant – a message can be delivered in a matter of minutes from the moment the need is established. In the 'olden' days, emergency meetings or assemblies would have to be called to broadcast important messages to students and teachers. Now it can be done simply by logging on to Synergize's website, selecting the group you want to communicate with and clicking 'send'.

### SCENARIO 1:

The student union is about to make a key decision about facilities in the bar. In order to ensure they are making the right decision they need to quickly organize a survey to see what the students want.

### SOLUTION 1:

Mobile Vote with automated response services comes into play such that students can text-in their preference and student union representatives can quickly measure the response and winning choice. As students all carry mobile phones and using text services is now a way of life, the response rate from mobile vote polls will be a lot higher than traditional ways of conducting polls and surveys.



## SCENARIO 2:

The university traditional e-mail based CRM system is dropping in response rates for new student campaigns.

## SOLUTION 2:

Integrate the existing CRM system with a mobile solution. Results have proven users typically respond better to mobile marketing rather than traditional e-mail based marketing which is often seen as SPAM. Synergize IT Mobile Campaign and Mobile Converse products can be utilized to offer a new channel to promote and send information to prospective students. Net result will be a more direct, real-time channel with increased response rates.



## OTHER FEATURES/USES:

- General informational messages to students and employees
- Send out details about extra revision classes during exam periods
- Inform parents about parking for parents evening
- Advertise the latest school production and reduced offers on tickets
- Create lists of parents, students and teachers depending on the years of study, subject, age and other demographics
- Build mobile database for future communications