

# Digitising Learner Development

A structured CRM platform and customisable features are important drivers for the success of higher-education organisations. With **NimbusPoint**, we can standardise organisational processes and improve the end-user experience to consolidate multiple applications and provide a single source of truth.



Higher-education organisations typically face similar challenges across their sector: they use multiple siloed applications with **no central CRM**, their visibility of new business enquiries and sales cycle is **limited**, and they have **no single customer view** across the account base.

**Higher-education organisations are typically looking for:**



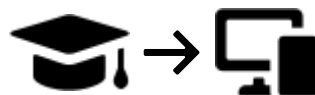
**Standardised** processes and improved **end-user experiences**



**360°** view across Accounts, Course Bookings, Course Delegates



A single point of truth with **real-time metrics**



**Improved** communications & engagement across **different channels**

## **Solution features:**

- ✓ New Business Enquiries & Sales Management
- ✓ Customer Engagement, Self-Service & Knowledge sharing
- ✓ Management of Accounts & Account Hierarchies
- ✓ Course Bookings, Delegates Attendance & Resource Management
- ✓ Course Cancellations and Transfer Management
- ✓ Certificate Renewal Notifications
- ✓ Invoice & Payment Tracking
- ✓ Forecasting & Management Reporting
- ✓ Integration with Booking, Finance & LMS Applications

To find out more information, call:  
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