Enhancing Admissions and Enrollment with **Salesforce CRM**
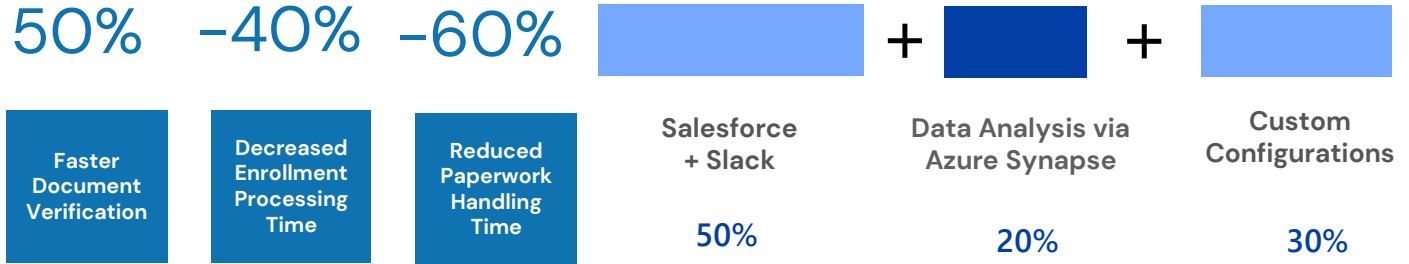
A Pathway to Institutional Excellence

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Case study - Streamlining Admissions and Enrollment with Salesforce CRM
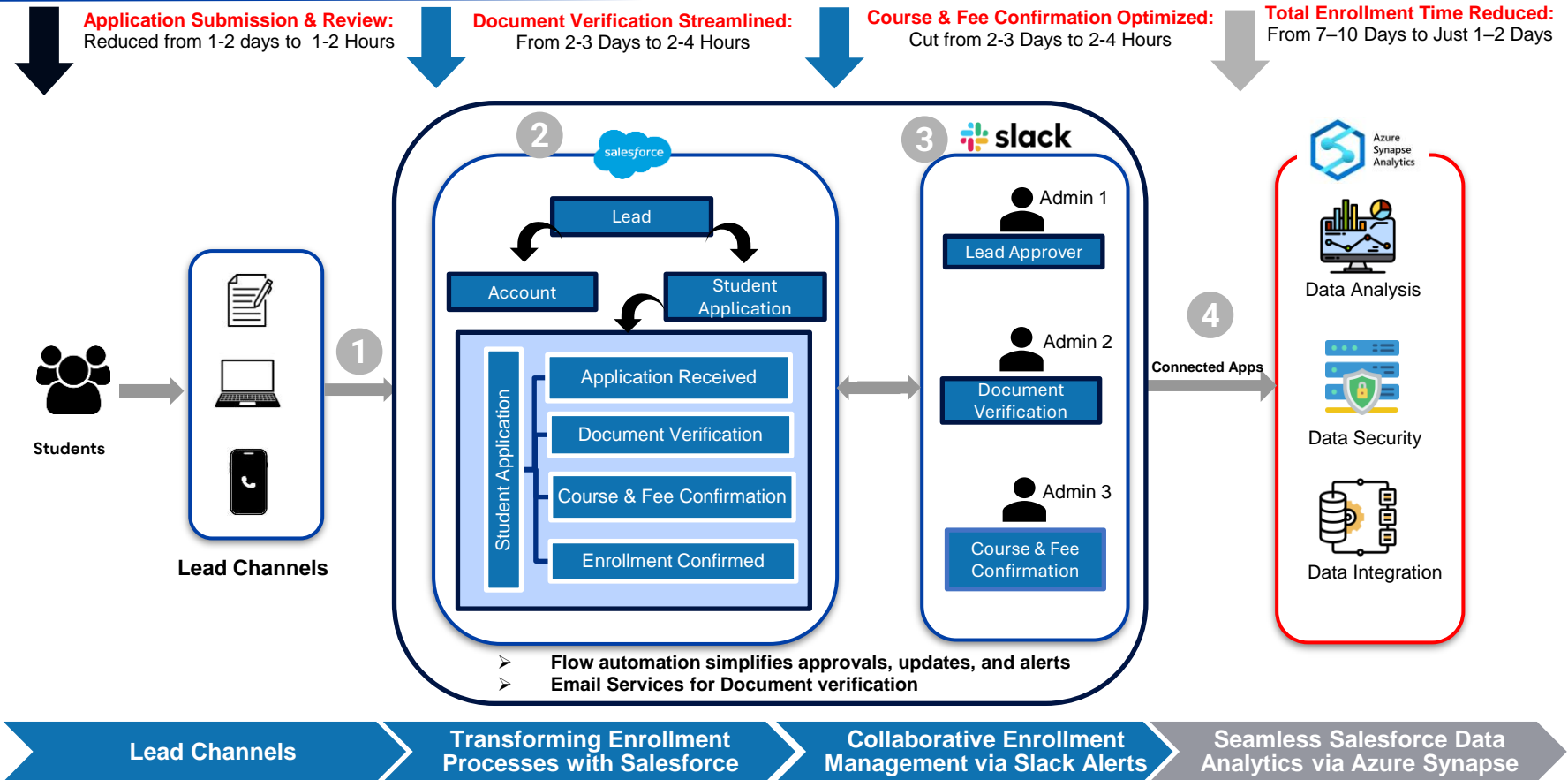
Problem Statement: Educational institution want to reduce admissions processing time from **7-10 days** to **1-2 days** (a **70-80% decrease**). Currently, **30%** of admissions are delayed, negatively impacting new student onboarding and experience due to disconnected systems and manual processes.

Solution: Streamlined enrollment management with Salesforce CRM, , speeding up admissions decisions and improving efficiency. Teams collaborate in real-time through **Slack**, while **Azure Synapse** secures data integration and delivers advanced analytics for actionable insights.

5k+
Admissions/
Year

50%   −40%   −60%

| Faster Document Verification | Decreased Enrollment Processing Time | Reduced Paperwork Handling Time |

Salesforce + Slack   **+**   Data Analysis via Azure Synapse   **+**   Custom Configurations

50%   20%   30%

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Business Process Flow – "Accelerated Enrollment Transformation System"

Application Submission & Review:
Reduced from 1-2 days to 1-2 Hours

Document Verification Streamlined:
From 2-3 Days to 2-4 Hours

Course & Fee Confirmation Optimized:
Cut from 2-3 Days to 2-4 Hours

Total Enrollment Time Reduced:
From 7–10 Days to Just 1–2 Days

Students

Lead Channels

2 salesforce

Lead

Account

Student Application

Student Application

- Application Received
- Document Verification
- Course & Fee Confirmation
- Enrollment Confirmed

3 slack

Admin 1
Lead Approver

Admin 2
Document Verification

Admin 3
Course & Fee Confirmation

Connected Apps

4

Azure Synapse Analytics

Data Analysis

Data Security

Data Integration

➢ **Flow automation simplifies approvals, updates, and alerts**
➢ **Email Services for Document verification**

| Lead Channels | Transforming Enrollment Processes with Salesforce | Collaborative Enrollment Management via Slack Alerts | Seamless Salesforce Data Analytics via Azure Synapse |

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Praval Tech Value:

Business Benefit	Out of the box	Praval value add
• Enrollment time is reduced from 7–10 days to 1–2 days. • Evaluation and confirmation speed is improved by 75% through automation.	• Leads are automatically captured by Salesforce from external sources, such as **Lead channels**, eliminating manual data entry. **1**	• Integrated Slack for admin lead reviews and approvals, automated lead conversion via flows • Achieved a 70% reduction in conversion time and improved team communication.
• Enrollment processes were automated, reducing manual efforts. • Administrative costs reduced by up to 40%, enhancing operational efficiency.	• Salesforce tracked Student applicants through stages such as Document Verification and Fee Confirmation, while Slack integration sent real-time alerts to enhance team collaboration. **2**	• Automated flows and email services streamlined document verification and fee confirmation. • Slack coordination and email alerts reduced verification time by 50% and manual effort by 40%.
• Azure Synapse integration improved data visibility and trend analysis. • Decision-making accuracy increased by 40%.	• Real-time alerts enabled through Slack integration for admissions. • Azure Synapse analytics provided actionable insights across departments. **3**	• Customized with Azure Synapse-Salesforce APIs, encryption, compliance workflows, and reporting **4**

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Thank You!