



Project – Anant Lewis Public School

Introduction :

Anant Lewis Public school had well defined education system, where all-round development of a child is possible. Their main aim is to provide and inculcate quality education to kids and believe in continuous efforts so as to improve the quality of learning in the schools. They have class from PRE to 12th and have different branches of school.

Business Name:

Anant Lewis Public School

Company Profile :

Industry: Education System

Location: 1st A-B Road, Near Goru Sweet Home, Sardarpura, Jodhpur, Rajasthan 342001

Website - <https://alps.ac.in/home>

Problem Statement:

1. **Lead Data Management Challenges**
 - Managing leads in Google Sheets has become inefficient and unorganized.
 - Social leads were also challenging to manage in excels.
 - Tracking lead status, follow-ups, and updates is difficult due to the lack of a centralized and automated system.
2. **Recruitment Data Management Issues**
 - Current methods for managing recruitment information are not structured and lead to inconsistencies.
 - Monitoring candidate stages, communication, and hiring progress is challenging.
3. **Avoiding Zoho Recruit Application**
 - The team does not want to use Zoho Recruit for managing recruitment processes.

- A unified solution within Zoho CRM is preferred to avoid switching between multiple applications.
- 4. **Need for a CRM-Based Recruitment Solution**
- A streamlined and customizable recruitment workflow is required directly within Zoho CRM.
- The solution should simplify data entry, improve visibility, and enable smooth tracking of both leads and candidates in one system.

Selection Criteria:

Zoho One

Zoho CRM

Zoho Cliq

Zoho Social

Integration with Whatsapp

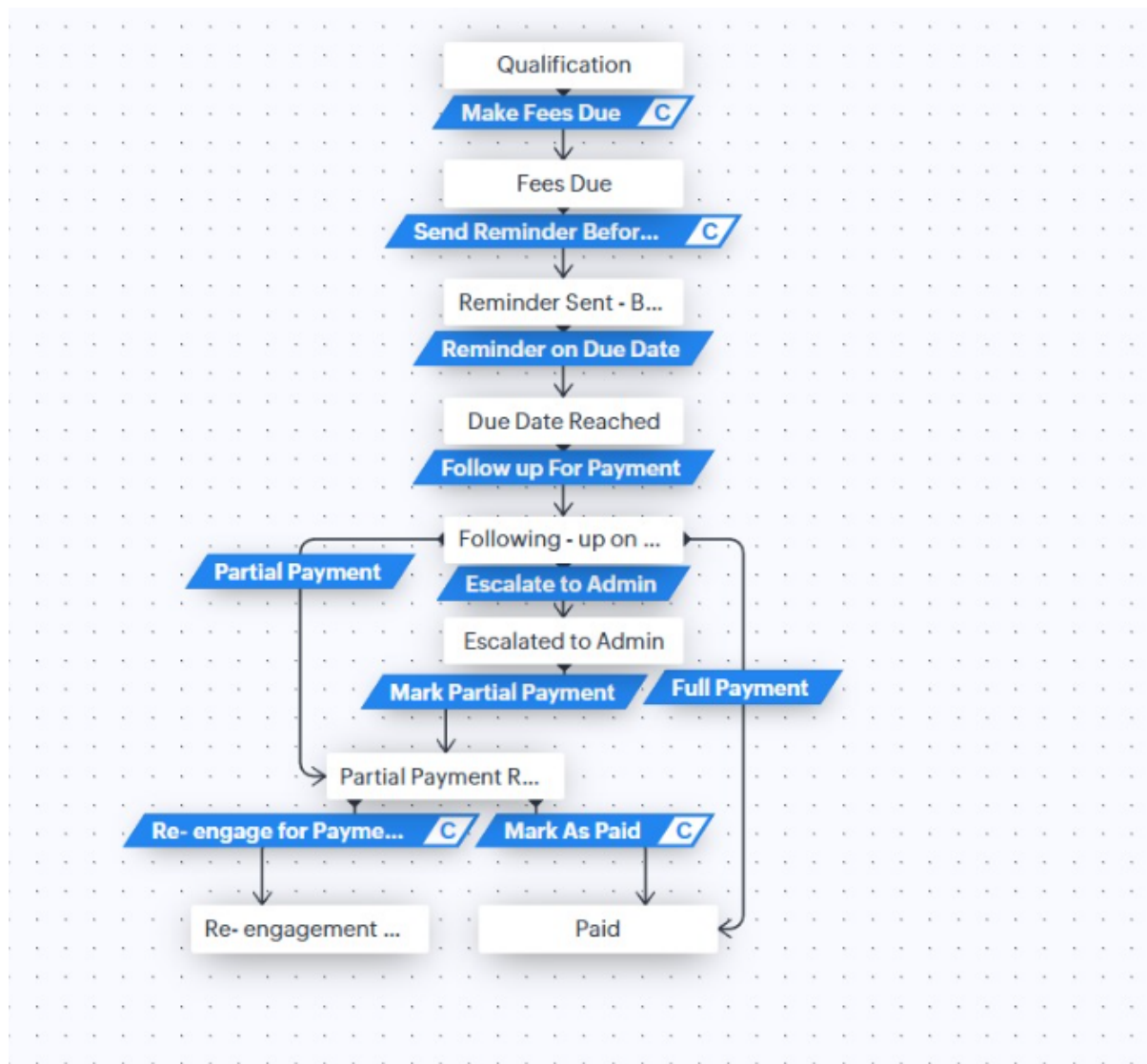
Solution Offered:

1. **CRM Module Customization for Education Workflow**
 - Renamed core Zoho CRM modules to align with the school's processes:
 - Leads → **Student Inquiry**
 - Contacts → **Students**
 - Deals → **Fee Recovery**
 - This ensures better user understanding and a more relevant flow for managing student information.
2. **Creation of Custom Modules for Specialized Needs**
 - Developed two custom modules tailored to the school's requirements:
 - **Referral Module** – Used to track students who refer new prospects to the school.
 - **Recruit Module** – Designed to manage the entire recruitment process within Zoho CRM, eliminating the need for Zoho Recruit.
3. **Integrated Recruitment Management in CRM**
 - Built a structured recruitment workflow inside the Recruit module to track applicants, hiring stages, and communication.
 - Enabled the school to manage recruitment fully within Zoho CRM.
4. **WhatsApp Integration for Effective Communication**
 - Integrated WhatsApp with Zoho CRM to streamline communication with students, inquiries, and applicants.
 - Incoming WhatsApp messages can now be captured and mapped as lead records directly in the CRM.
5. **Improved Lead Capturing & Data Accuracy**
 - The combined CRM customizations and WhatsApp integration ensure faster lead capture, better data consistency, and improved follow-up efficiency.

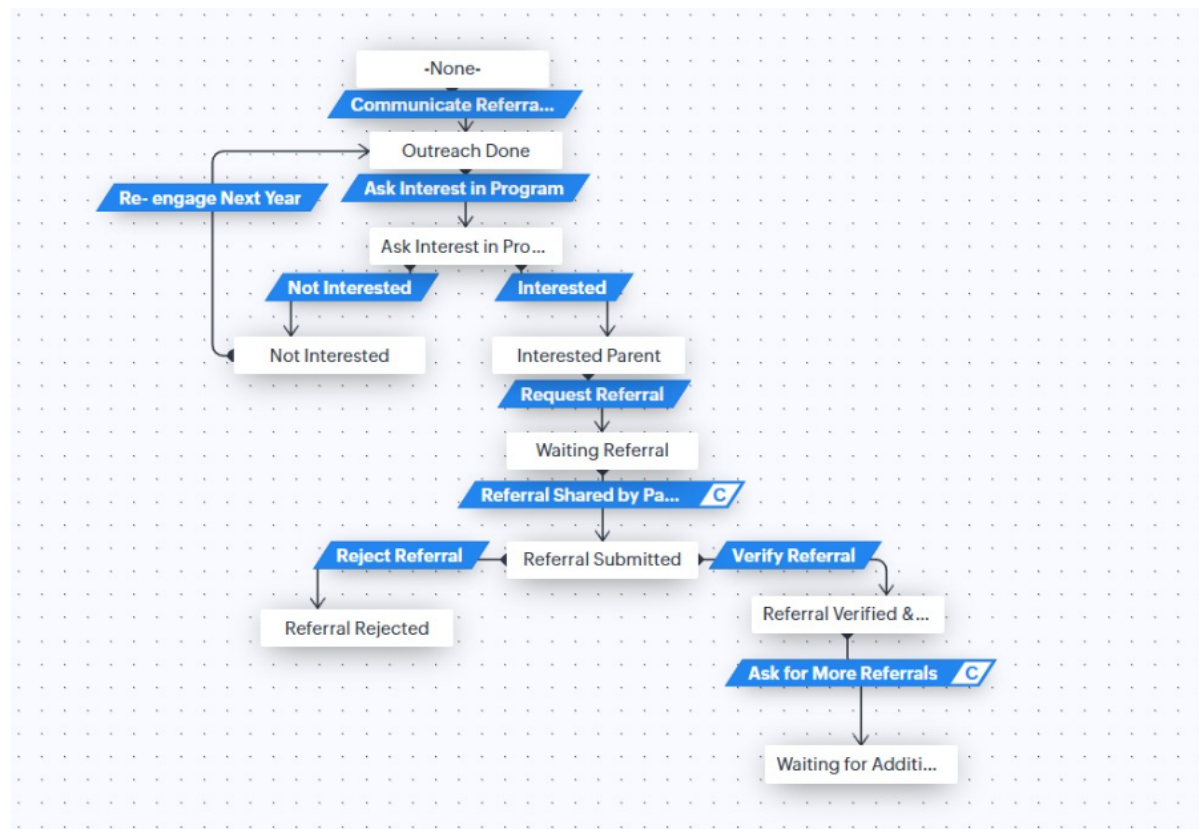
Student Inquiry Flow:



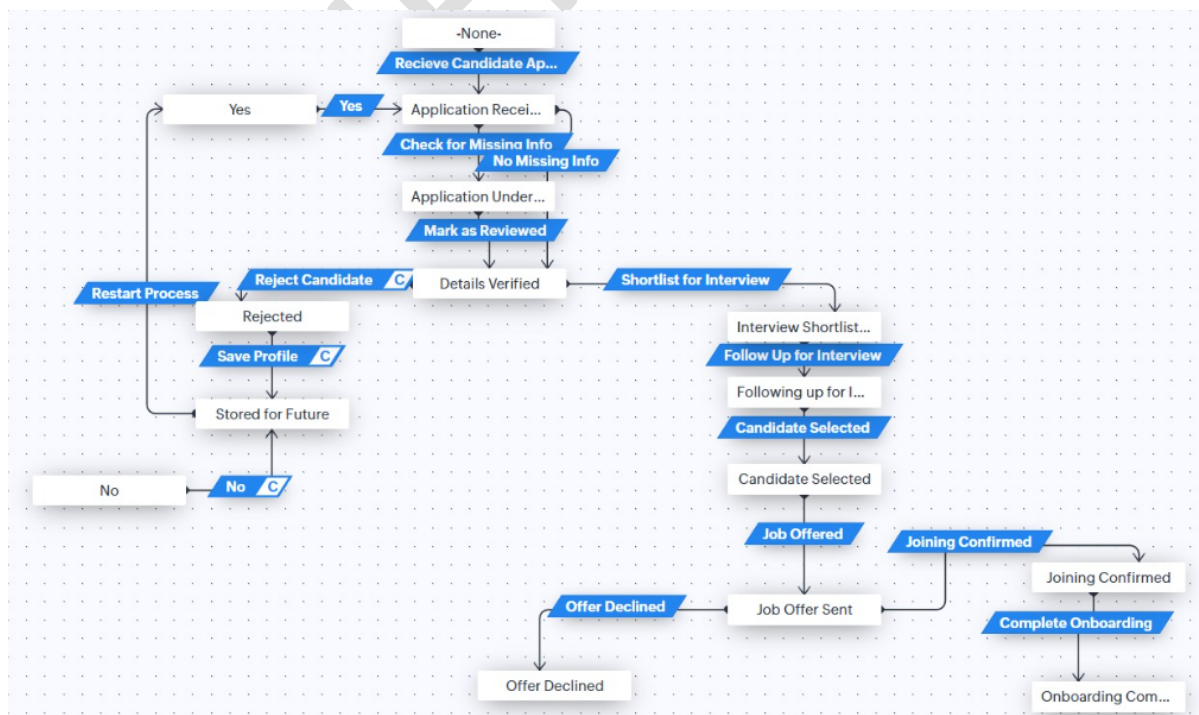
Fee Recovery Flow:



Referral Flow:



Recruitment Flow:



Customer Review:

Anant Lewis Public School

18 Aug



We are very happy with the work done in setting up our Zoho CRM. The added WhatsApp integration has further streamlined our communication, making the overall workflow more efficient. A special mention for creating the recruitment flow within the CRM itself, as we did not wish to use Zoho Recruit separately — this has been a great solution for us. Everything is working smoothly, and we truly appreciate your support and effort.

Thank you!

Only you can see below reply until partner team review and publish it.

Reply from Apurva Singh · Just Now · [Edit](#)

Thank you so much for your kind words and positive feedback. We truly appreciate the opportunity to support your CRM processes. If you ever need further assistance, we are always here to help!

CRM Sparrow



Contact us: zoho@crmsparrow.com

99828998981