

6 Essential Steps For CRM Success in Language Schools



1. Get the right attitude

The number one rule to success in implementing CRM lies in having the right attitude across your entire language school. Simply installing a CRM system and providing some user training doesn't work, but actively building CRM into your business with solid management and [full user buy-in](#) does.

2. Choose the appropriate software

Not every CRM system is the same, so what might work for one language school may not work for yours. Consider a system that has a proven track record of bringing success to language schools – one that enables you to provide outstanding customer service to your students and maintain a strong relationship with your agents. We recommend [getting help from one of our CRM experts](#) who will guide you in the right direction.

3. Don't assume that your current way is the best way

If you configure a new CRM system to do exactly what you are doing now, you will not see any difference in your ROI. You must take advantage of the CRM system's [built-in software functionality](#) to better analyse your leads and find out how to best please your current students.

4. Educate your users

Show your user community that CRM isn't just a means of data storage – it's a culture that, once adopted, will bring together your whole team and provide a consistent, 360 degree view of every student. The purpose of education is to [explain the rationale behind the method](#), as well as the method itself.

5. Choose the best location for your database

Do you have the facilities to host your own database (i.e. a dedicated server) at your language school? If not, a hosted solution in the cloud may be your best option.

[Learn more about the cloud](#)

6. Never assume that you are finished

CRM is constantly evolving and it needs consistent nurturing and re-evaluating. If you make the first phase of your CRM implementation the biggest and then just leave it to its own devices once the program is installed, you will not see the benefits that you are expecting to see. You must keep taking steps to improve customer service and user experience.

