

Enquiry to Enrolment.

Track every student lead from first WhatsApp to fee paid.

SOC 2 Type II Certified

Fill Every Batch. Never Miss an Admission.

From IIT-JEE coaching to MBA test prep to K-12 schools — HelloGrowthCRM manages parent enquiries, counsellor follow-ups, demo class bookings, and fee collection in one place. Rs. 899/user/month.

IIT / NEET Coaching

Test Prep Institutes

K-12 Schools

MBA / CA Coaching

Language Institutes

01 Admission Funnel Tracking

Every enquiry — from JustDial, website, WhatsApp, or referral — enters a structured funnel: Enquiry → Demo Class → Counselling → Enrolment → Fee Paid.

Full admission visibility

02 Parent WhatsApp Automation

Auto-send demo class invites, batch schedule confirmations, fee reminders, result updates, and parent-teacher meeting alerts — all via WhatsApp.

Parents reply 5x faster

03 Counsellor Performance Tracking

See which counsellor converts the most enquiries, who has the highest no-show rate, and which batch fills fastest. Coach your best performers.

Data-driven counselling

WHAT'S INCLUDED

- ✓ Enquiry capture from all sources
- ✓ Demo class booking + reminders
- ✓ Batch-wise pipeline view
- ✓ Counsellor assignment & tracking
- ✓ Parent WhatsApp sequences
- ✓ Referral source attribution
- ✓ Result / performance updates
- ✓ Re-enquiry re-engagement

Rs. 899

per user / month — all features included

No per-student charge. Flat fee.

ADMISSION FUNNEL — 6 STAGES

- 01 New Enquiry**
 Captured from JustDial, website form, WhatsApp, or walk-in. Auto-assigned to counsellor.
- 02 Demo Class Invite**
 Auto WhatsApp sent with demo class date, time, and batch details.
- 03 Demo Attended**
 Counsellor marks attendance. Follow-up sequence triggered.
- 04 Counselling Session**
 1-on-1 counselling logged. Parent objections noted. Fee structure shared.
- 05 Enrolment Decision**
 Parent says yes. Fee payment link sent via WhatsApp.
- 06 Fee Collected**
 Payment confirmed. Batch assigned. Welcome kit WhatsApp sent.

LEAD SOURCES WE TRACK

- JustDial enquiries
- Sulekha / UrbanPro
- Website / landing page forms
- WhatsApp direct messages
- Facebook / Instagram ads
- Google Ads / search

COUNSELLOR DASHBOARD

Enquiries assigned this week	52
Demo classes scheduled	18
Enrolments this month	11
Conversion rate vs target	68%
Average follow-up time	2.4 hrs

MANAGE MULTIPLE BRANCHES FROM ONE LOGIN

Whether you have 2 branches or 20, HelloGrowthCRM gives you a single dashboard. See admission rates by branch, counsellor performance by location, and fill rates by batch and course — all in one view.

FREE ADMISSION FUNNEL AUDIT

We review your current enquiry-to-enrolment process, identify where leads are dropping, and show you how to recover 20–30% of lost admissions with automation.

[Book Free Audit](#)

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