



# Karmick Edu-CRM

## AI-enabled CRM for the Education Ecosystem



### Overview

An AI-enabled, intelligent CRM platform purpose-built for the education industry, designed to streamline and unify the entire student lifecycle—from lead acquisition to alumni engagement. The system integrates advanced lead management with AI-driven insights to identify high-potential prospects, automate nurturing workflows, and improve conversion rates.



### Student & Placement Management

It offers comprehensive student management capabilities, including enrolment processing, course and batch allocation, attendance tracking, performance monitoring, and integrated placement management—enabling institutions to manage recruiter relationships, track job opportunities, schedule interviews, monitor student placement progress, and analyze placement outcomes.



### Analytics & Financial Management

The platform further enables data-driven decision-making through real-time analytics, predictive modeling, and customizable dashboards, empowering institutions to optimize operations and enhance student outcomes. Financial management modules support fee structuring, invoicing, collections, and reconciliation, while affiliate and partner management features facilitate seamless collaboration with agents and channel partners.



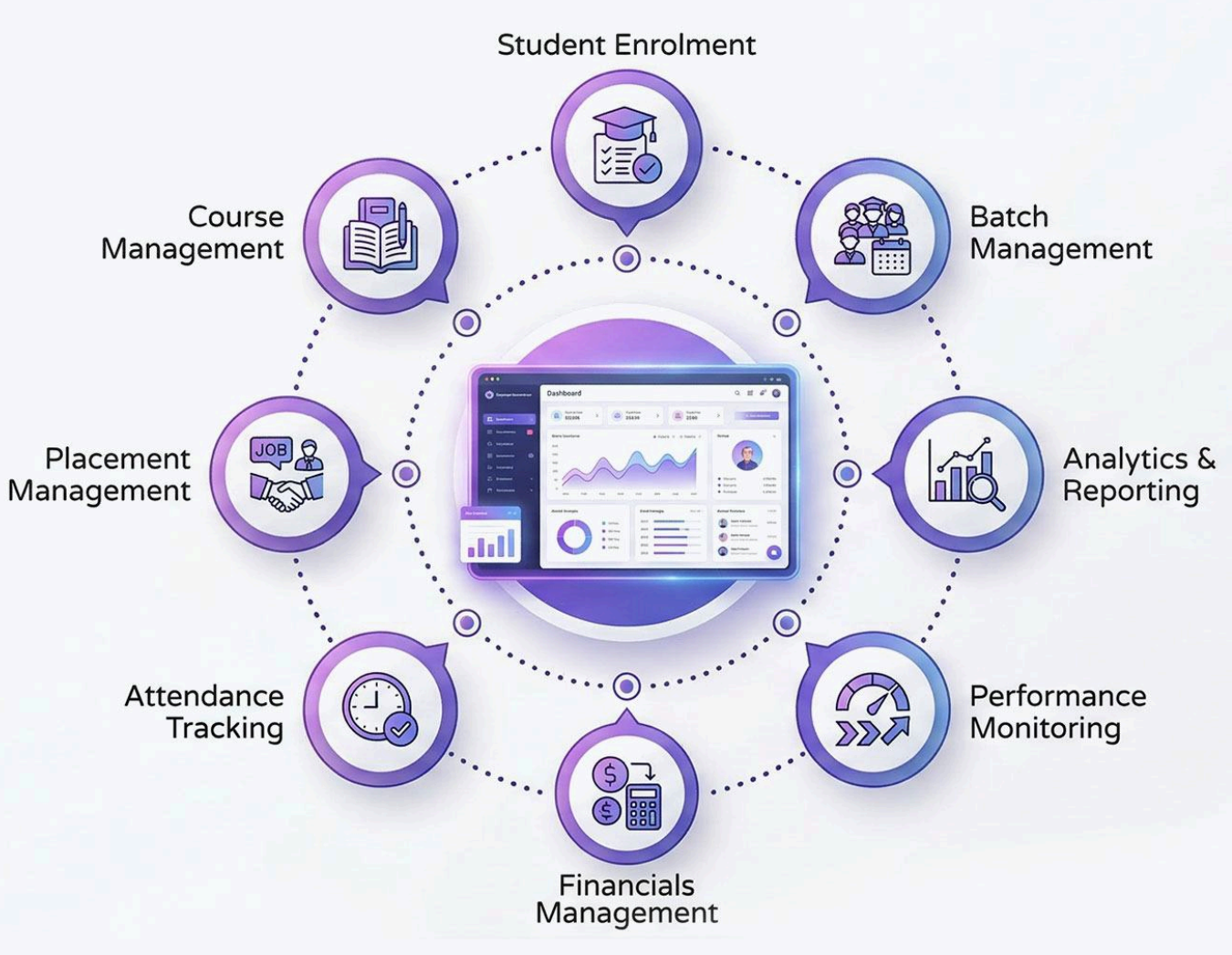
### Unified Ecosystem & Valu

By bringing together admissions, academics, placements, operations, and finance into a single unified ecosystem, the solution drives operational efficiency, improves transparency, and delivers a personalized, scalable experience for both institutions and learners.



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### Powerful Feature. Unified Platform



**Built for smarter, scalable education management.**