



Mirema School CASE STUDY

How Mirema School deployed the ZOHO CRM PLUS package to streamline their omni-channel inbound communications, CX and Parents/Students Onboarding

CASE STUDY

THE CLIENT



MIREMA SCHOOL

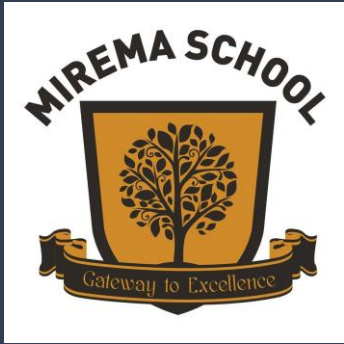
Mirema School is a premier, private day and boarding primary school located in Mirema Area of Nairobi, a few minutes from the iconic TRM Mall.

It features the CBC Curriculum as well as a Special Needs School.

The Mirema dream started off way back in 1997 when a couple called for a family meeting to share their desire to start a school.

When the idea to start Mirema School first came to us, it seemed like a lofty dream. But we were determined to make it a reality. Despite initial hesitation from our children, we pushed forward and in 1997, we opened our doors with just three students in our living room.

CASE STUDY



MIREMA SCHOOL

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Through hard work, personal sacrifice, and the support of dedicated partners, we built our school one brick at a time. And now, 25 years later, we are filled with gratitude and awe as we look at what our small idea has become. Mirema School is now a vibrant community of over 1200 students and 180 staff, providing a safe and happy learning environment.

Under the guidance of a dedicated Board of Directors, our vision continues to be realized and our school continues to grow stronger each day. Though we have retired, we are still deeply involved in the school as members of the board, and we look forward to seeing Mirema School continue to inspire and educate future generations for the glory of God.

CASE STUDY

THE CLIENT



MIREMA SCHOOL

Website: <https://www.miremaschool.ac.ke/>


Email: admin@miremaschool.ac.ke

No.: +254 716 171 698

Location: Mirema Drive, Nairobi

Field & Nature of Business: Education Institution (Primary School)

ZOHO Subscription Obtained: Zoho One




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PROBLEM STATEMENT & KEY CHALLENGES

Mirema school, as an institution that's experiencing rapid expansion and increased enrollment was faced with significant challenges in managing operational and communication efficiency. The growing demand exacerbated the following critical issues:

- 1. Inefficient Inbound Communication Management:** Handling queries from multiple communication channels (phone, email, social media, etc.) was tedious, leading to delayed responses, missed interactions, and diminished customer satisfaction. There was also a lack of tracking and analytics to measure the effectiveness of marketing campaigns driving these inquiries.
- 2. Suboptimal Customer Experience (CX):** The parent service reception often failed to reflect the institution's commitment to excellence. Disjointed processes led to inconsistencies in query resolution, fostering frustration and undermining the institution's reputation.



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PROBLEM STATEMENT & KEY CHALLENGES


- 3. Chaotic Lead Nurturing:** The absence of standardized messaging, streamlined process flows, and administrative oversight resulted in an uncoordinated lead management system. This chaos caused missed conversion opportunities and inconsistencies in engaging potential enrollees.
- 4. Undefined Onboarding Processes:** The lack of a structured onboarding framework created inefficiencies in integrating new students and parents, leaving critical gaps in ensuring a smooth transition into the school environment.
- 5. Disconnected Operational Loops:** The complete cycle - spanning inbound communication, lead filtration, customer experience, sales processes, and onboarding - was fragmented, leading to inefficiencies, dropped opportunities, and a lack of alignment with organizational goals.
- 6. Scalability Challenges:** As the institution grew, the current systems and processes were incapable of adapting to the increased volume of inquiries and enrollments, ultimately hampering growth and resource allocation.



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PROBLEM STATEMENT & KEY CHALLENGES

These challenges collectively hindered the institution's ability to provide a seamless experience for parents and students, maintain operational excellence, and leverage opportunities for growth in a competitive landscape. Addressing these gaps therefore became critical for sustained success and alignment with the institution's mission of delivering outstanding education and service.



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PROBLEM STATEMENT & KEY CHALLENGES

Without a proper system in place, managing our growth feels like trying to juggle too many balls at once. There's no consistency, no process flow, and honestly, it feels like we're just winging it. The whole cycle - from handling inquiries to filtering leads, providing a great customer experience, and finally onboarding - is a total mess. If we don't figure this out, it's not just growth we'll lose; it's trust, reputation and everything we've worked so hard to build.”

~ **Nina Mutegi, Founder and School Director, Mirema School**



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PROPOSED ZOHOO SOLUTION(S)

Mediacent Interactive, leveraging its deep expertise in streamlining organizational processes, identified **Zoho CRM Plus** as the optimal solution for addressing Mirema School's operational and communication challenges. This unified platform goes beyond traditional CRM by integrating omnichannel communication, analytics and automation, ensuring the client can scale efficiently while delivering exceptional customer experiences.

Key Features and Functionalities that **Zoho CRM Plus** would bring to Mirema School include, but are not limited to:

- ✓ **Omnichannel Communication Management:** Centralizes all communication (calls, emails, chat, social media) into a single interface for seamless tracking and faster response times.
- ✓ **Advanced Lead Nurturing and Scoring:** Automates lead management with consistent messaging, process flows, and priority scoring to convert inquiries into enrollments effectively.



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PROPOSED ZOHU SOLUTION(S)

- ✓ **Actionable Analytics:** Provides real-time insights into campaign performance and customer interactions to measure impact and optimize strategies.
- ✓ **Automated Workflows:** Streamlines repetitive tasks, including follow-ups and onboarding processes, reducing manual errors and enhancing efficiency.
- ✓ **Customer Experience (CX) Suite:** Enhances service with integrated tools for surveys, feedback, and personalized interactions, ensuring satisfaction and trust.
- ✓ **Customizable Onboarding Framework:** Creates structured workflows for onboarding parents and students, eliminating gaps and ensuring smooth transitions.
- ✓ **Collaborative Workspaces:** Fosters team alignment with shared notes, task management, and cross-functional dashboards.

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IMPLEMENTATION

Discovery

The methodology starts with the discovery phase, where the company's requirements are gathered. This includes understanding the current business processes, and workflows, and identifying areas where the solution can be deployed to streamline operations

Design

During the design phase, the methodology includes designing the solution to meet the specific needs of the organization. This includes configuring the solution products, customizing workflows, and integrating solution with other systems.

Training

Once the solution is built, the methodology includes training users on how to use the solution. This includes conducting training sessions and providing ongoing support.

Planning


Once the requirements are gathered, the methodology includes planning the deployment. This includes setting up a project team, defining roles and responsibilities, and creating a timeline for the deployment.

Build

The build phase involves building the solution. This includes creating user accounts, migrating data, and configuring integrations. The methodology also includes conducting testing to ensure that everything is working as expected.

Deployment

During the deployment phase, the solution is rolled out to the organization. The methodology includes monitoring the solution to ensure that everything is working as expected and making any necessary adjustments.



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IMPLEMENTATION

Duration it took to implement the solution(s):


The project took a total of 3 Months

Bottlenecks, and how they were mitigated

The project, having had a failed start at the close of year 2023, was faced a bit of doubt and hesitation by the client team. It took a very personalized approach, with evident hand-holding of the entire client team, to win Mirema School's trust and get the client team fully immersed into the project.

Additional services provided- e.g. migration, customization & integration

Mirema Scholl required migration of its old data from the previous IT system / Excel mixture to the new Zoho platform. This was effectively handled with correct mapping from old to new system.




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RESULTS: BENEFITS & ROI

With Zoho CRM Plus, Mirema School transformed their fragmented processes into a streamlined, data-driven system, enabling them to scale operations seamlessly. The solution delivered measurable improvements across communication, lead management, and team collaboration, driving the institution closer to its goals.

Some of the notable Impacts of Implementing Zoho CRM Plus for Mirema School were:

- ✓ **Centralized Data Center:** Unified platform ensures all customer interactions, leads, and onboarding data are accessible in one place, reducing confusion and redundancy.
- ✓ **Increased Revenue:** Improved lead conversion and efficient onboarding processes directly drive enrollment growth and higher revenues.
- ✓ **Enhanced Lead Conversion Rates:** Automated workflows and consistent messaging increase follow-up efficiency, turning more inquiries into confirmed enrollments.



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RESULTS: BENEFITS & ROI

- ✓ **Data-Driven Decisions:** Real-time analytics empower the school to optimize campaigns and make strategic decisions backed by accurate insights.
- ✓ **Improved Communication:** Omnichannel integration ensures seamless, faster responses, elevating parent satisfaction and reinforcing trust.
- ✓ **Boosted Team Synergy:** Collaborative tools align staff efforts, enhancing teamwork and operational efficiency.
- ✓ **Goal Achievement:** Streamlined processes and measurable outcomes help the institution achieve its objectives with greater precision and confidence.
- ✓ **Client Team Onboarding & Training:** We believe ultimate success when it comes to systems is "not in implementation, but rather in adoption of the system". As such, Mediacent Interactive, through its mantra of "walking with the client team every step of the journey", provided thorough team training to relevant system users, ensuring they not only grasped, but became prolific in the use of the implemented solutions.

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TESTIMONIAL

Since implementing Zoho CRM Plus with Mediacent Interactive's expertise, we've seen a complete transformation in how we operate. Communication is seamless, our lead conversion rates have skyrocketed, and onboarding is now a smooth, efficient process. The centralized system gives us real-time insights and keeps our team perfectly aligned. What once felt chaotic is now structured and scalable, allowing us to focus on what matters most - delivering exceptional service to our parents and students.



- Nina Mutegi, Founder & School Director, Mirema School

CALL TO ACTION (CTA)

Join the #ZohoRevolution

Experience the transformative power of Zoho ERP with Mediacent Interactive, your trusted partner in seamless implementation, tailored solutions and reliable ongoing support.

Our proven track record of delivering success stories for businesses like yours speaks for itself. Don't just adapt—lead. Let's revolutionize the way you work, together.

Your growth starts here!!



THANK YOU...



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