Salem Infotech

instra — Experience College on Cloud

CRM app for educational institutions – experience college on Cloud

- **INSTRA** is a CRM application developed on the concept of Cloud Computing. CRM (Customer Relationship Management) enables focus on your organization's relationships with individual.

- Some of the biggest gains in productivity can come from embedding CRM in the institution – such as monitoring assigned tasks to performance tracking to placement records to alumni. It simplifies tasks in the academic institutions and helps institutions focus on core activities, more effectively. It provides a big scope for paperless functioning.

- Most conventional products usually have add-ons or a small feature for institutions and related services, but INSTRA is a mainstream product developed exclusively for educational institutions.

The key features of INSTRA are listed below

- Manpower optimization and increased productivity
- Workload restructuring for minimizing future recruitment
- Self-service portal – no hardware to buy or software to install
- Best of all - accessible on the go, either on a laptop or tab or mobilephone
- The college management can ensure accountability and transparency in the system
- Personalized information / circulars to all, with a click
- Seamless collaboration between Staff & Student & Placement
- End to redundant data entry
- Error-free

Student
Self-analysis of performances
Plan and manage activities
Comprehensive 'My Profile' page
Compare placement performances

Admin
Set user permissions based on preference
360-degree view of all functions
Ensures safety and security of every data

Staff
Instant info about classes and assignments
Map student career profile
Interact with students using Chatter
Message board to receive info
on all events

Placement
Effective management of companies
Instant access to student database
Compare performances department-wise
Reduce turn-around-time