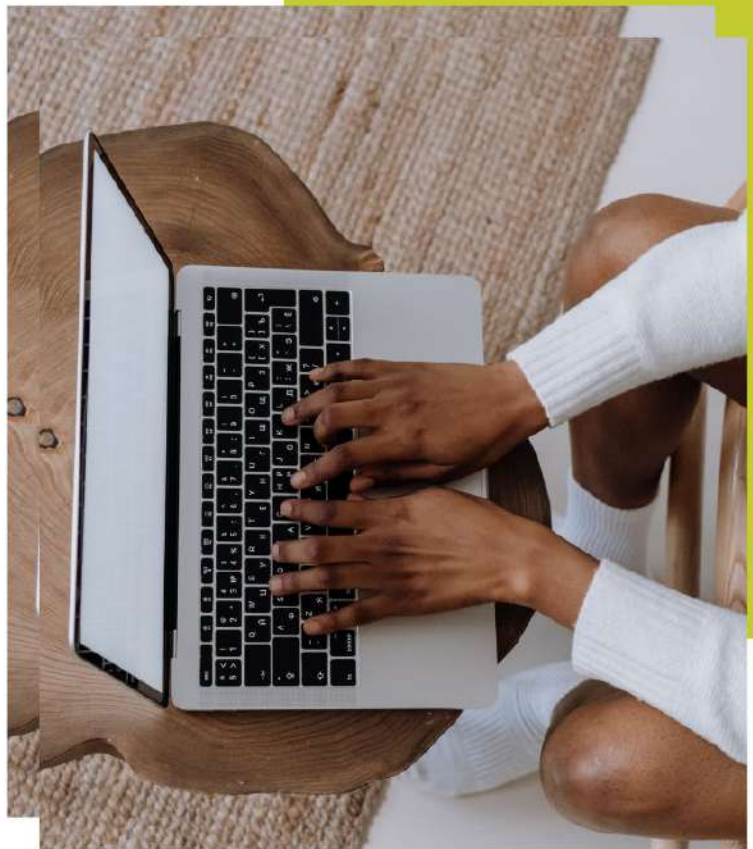# CASE STUDY

Setup custom API integration with Zoho CRM for a Student university applications management company

REQUIREMENT

The requirement was to use an API to automatically send leads to the various colleges from the student applications on the client's website. Afterwards, email campaigns would be started specifically for the students.

SOLUTIONS

1. We built out Zoho forms to collect all relevant information from students and their application details.
2. Based on the program of interest and degree required, applications are checked for eligibility to a particular university
3. Then they were sent to the University database based on custom REST API integration from Zoho

4. Email campaigns were auto-launched for these students using Zoho Campaigns to encourage the student sign up for the program

RESULTS

1. Improved efficiency by 60% by automating the lead routing process.
2. Increase in student enrolment as the automatic process prevented any leakages of leads
3. Real time analytics into student engagement from email campaigns