

# How YFU Discarded Spreadsheets and Paper-Backups by Opting for MyPass CRM by Kprise



*Kprise Empowered YFU By Developing, Customizing & Implementing a 360° CRM solution and making it the central hub of their communication, networking, relationship and growth.*



## About YFU:



Youth For Understanding (YFU) advances life-long learning through transformational educational exchanges for generations of youth, families, and communities.

## Youth For Understanding



YFU has remained a trusted leader of intercultural student exchange programs for more than 60 years because of its commitment to safety, reputation for quality, and exceptional support services.



More than 270,000 students and their host families have benefited from the support and expertise of YFU.

# Need Mapping



With more than 4,000 exchange students annually, it was the need of the hour to ensure better management of communication and interaction with existing partners & students as well as prospective partners and students .

YFU had been using a variety of resources from basic paper to basic spreadsheets. However, they wanted to take a more centralized approach to manage the data & the stakeholder access.

# Problem Statement

YFU was looking for a simple and flexible CRM system to help them coordinate with all their stakeholders seamlessly & prevent the loss of important leads.



## Why Kprise

Kprise helps organizations go beyond traditional tools such as emails, excel sheets, folders, drives, and paper-based information through its flagship product MyPass CRM. We ensure that you get the best of industry-standard technology and talent without ever having to worry about managing them.



## Key Challenges Faced by YFU That Were Successfully Mitigated by Kprise



The existing technology was slow, inefficient & old school coupled with several glitches



The system was not fully automated – multiple activities had to be done manually



As the system was complex & rigid, the user experience was broken & not seamless



Other alternatives available in the market were expensive and did not meet the needs of YFU



YFU lacked the necessary resources (people, capital and time) to execute the project on their own

# The Kprise Approach

MyPass CRM combines state-of-the-art technology with an in-depth understanding of lead nurturing & management by mapping customer's journey in an end-to-end manner.

## STRATEGY

Kprise's business analysts & technical team understood YFU's challenges and the need to move away from the old system. In collaboration with YFU, they formulated a strategy to upgrade all the platforms and systems of YFU to digital front and planned out the action items to develop a custom, flexible, Customer Relationship Management system

## PLANNING

Kprise's customer success team was on top of the entire process to ensure that the project went smoothly. Regular communication was carried out to ensure that all the implementation processes and timelines were adhered to, so that the progress was very easy for YFU team to keep track of

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## FEATURES

- One-stop CRM to manage all relationships & communication for YFU
- Simplify, Nurture, Manage and Review all stakeholder interaction
- A centralized process to map the customer's journey across lifecycle
- A powerful, scalable CRM with robust features & customization

## CUSTOMIZATION

- MyPass CRM was able to customize a personalized service plan for YFU that provided both ongoing technical support and also full management of the CRM platform
- YFU can pull a report at any time of the year to see the past and present progress in a holistic manner

## SUPPORT

- Kprise team was constantly available to provide support throughout YFU's CRM implementation and to maximize the potential to be gained from the software to the fullest
- Post completion of the implementation, Kprise continues to provide need-based, hands-on support to YFU

# Key Results & Impact – How MyPass CRM by Kprise Enabled Higher User- Engagement, Better Visibility and Greater Productivity for YFU



Improved productivity and enhanced user experience



Substantial improvement in stakeholder engagement



The use of reporting has given significant return on investment from the solution. Being able to have complete control over customizing their reports has been a great facilitator for all their processes



Better attention to each stakeholder, improved quality of data, removal of redundant data, and overall improvement in leads nurturing & conversion



Thank You

