GirikSMS

CASE STUDY

Enhancing Education Communication and Compliance



Overview

The education sector needs to maintain effective communication between schools, students, and parents. We assisted one of our prominent clients, from the **education industry**, in improving its communication processes. They aimed to create an automated system for sending SMS messages to students and parents, like assignment reminders or grade updates. Additionally, they wanted these messages to be FERPA-compliant, protecting students' sensitive academic information.

Challenges

The client required a robust SMS solution to automate communication triggers while meeting FERPA compliance standards. Their existing communication methods were manual, error-prone, and posed potential security risks. Also, with a seamless SMS platform, they wanted to cater to both students and parents.

Solutions Provided by GirikSMS

GirikSMS proved to be the ideal solution for the educational institution. By integrating expert strategies into its communication system, the institution gained the ability to automate SMS communications with advanced customization. This allowed them to set up precise triggers for events like assignment notifications and grade updates. GirikSMS also ensured FERPA compliance, safeguarding the confidentiality of student's educational records.

1. **Timely Reminders:** Girik SMS ensured to share timely reminders about application deadlines, scholarship opportunities, and upcoming campus events to keep prospective students engaged and on track.
2. **Application Updates:** GirikSMS offered real-time updates on application statuses, including submission confirmations and next steps. This feature keeps applicants engaged and reduces anxiety throughout the process.

3. **Personalized Outreach:** By utilizing GirikSMS, the client was able to send personalized messages based on each student's interests and application progress. This approach made communications feel more relevant and engaging for the recipients.
4. **Event Invitations:** GirikSMS enabled the client to invite prospective students to virtual tours, open houses, and informational webinars, providing them with a taste of campus life while addressing their questions.
5. **Success Stories:** By leveraging **GirikSMS**, the client was able to share testimonials and success stories from current students and alumni, effectively highlighting the benefits of attending the university.
6. **Direct Contact:** A direct contact feature was implemented that allowed prospective students to ask questions or connect directly with admissions counsellors via SMS, making it easier for them to obtain the information they need.
7. **Follow-Up:** The client utilized GirikSMS to send follow-up messages, re-engaging students who had shown interest but had not yet completed their applications.

Conclusion:

The strategic implementation of GirikSMS has significantly enhanced the communication landscape for our educational institution clients. By streamlining and **automating SMS** notifications, GirikSMS not only improved student performance and parental engagement but also increased operational efficiency and ensured rigorous data protection. This successful integration underscores GirikSMS's role as a transformative solution in modernizing educational communication while upholding critical compliance standards.

Results

The integration of GirikSMS led to a remarkable transformation in the institution's communication framework. By leveraging automated SMS communication, the client achieved several significant outcomes:

- **Elevated Student Performance**
  Automated SMS notifications kept students consistently informed about assignments and milestones, leading to improved academic outcomes.
- **Increased Parental Satisfaction**
  Real-time grade updates and academic notifications facilitated a strong partnership between parents and the institution, resulting in increased parental satisfaction.
- **Enhanced Operational Efficiency**
  Automating SMS processes considerably reduced administrative overhead, allowing the institution to focus on higher-value educational activities.
- **FERPA Compliance Assurance**
  GirikSMS's advanced security features ensured the protection of students' educational data, fully complying with FERPA's stringent standards.