

greymatter Lifecycle CRM

Unify the Student Experience.

Drive Measurable Outcomes.

Enable Smarter Decisions

greymatter CRM unifies the student experience from recruitment through graduation into one seamless platform. Staff gain a complete view of every student, streamline workflows, and make proactive, data-driven decisions to boost engagement and outcomes.

THE CHALLENGE

Fragmented Tools & Processess

Many institutions juggle disconnected systems across recruitment, admissions, student support, and alumni engagement, creating silos, duplication, and inconsistent experiences.

Increasing Enrollment Pressure

Declining applicant pools and intensified competition make it harder to attract and retain students. Institutions must deliver personalized, meaningful experiences to stand out.

Limited Operational Efficiency & Insights

Staff spend too much time switching between systems, manually consolidating data, and generating reports, reducing time for student support and proactive interventions.



THE SOLUTION

Seamless Lifecycle Operations

Connect all core lifecycle areas—Recruit, Admit, Retain, and Promote—into one system, breaking down silos, cutting duplicated work, and giving staff a consistent experience.

Tailored Higher Education Functionality

Access features and analytics designed specifically for higher ed, with integrations to SIS, LMS, and other institutional systems, so staff can focus on student engagement and outcomes.

Proactive, Data-Driven Decisions

Use real-time dashboards and insights to anticipate needs, prioritize interventions, and drive measurable results across recruitment, retention, and alumni engagement.

greymatter Lifecycle CRM in Action

Student Tracking & Full Visibility

Follow students from first inquiry through graduation and alumni engagement, consolidating all data, communications, and interactions in one profile.

Detailed Insights & Timely Action

Spot trends, identify high-value prospects or at-risk students, and take timely action using real-time insights to improve engagement and outcomes across the student lifecycle.

Workflows & Team Collaboration

Run campaigns, manage events, and collaborate with colleagues—all while automating routine tasks, reducing manual work, and keeping teams aligned.

Learn more by visiting greymatterCRM.com