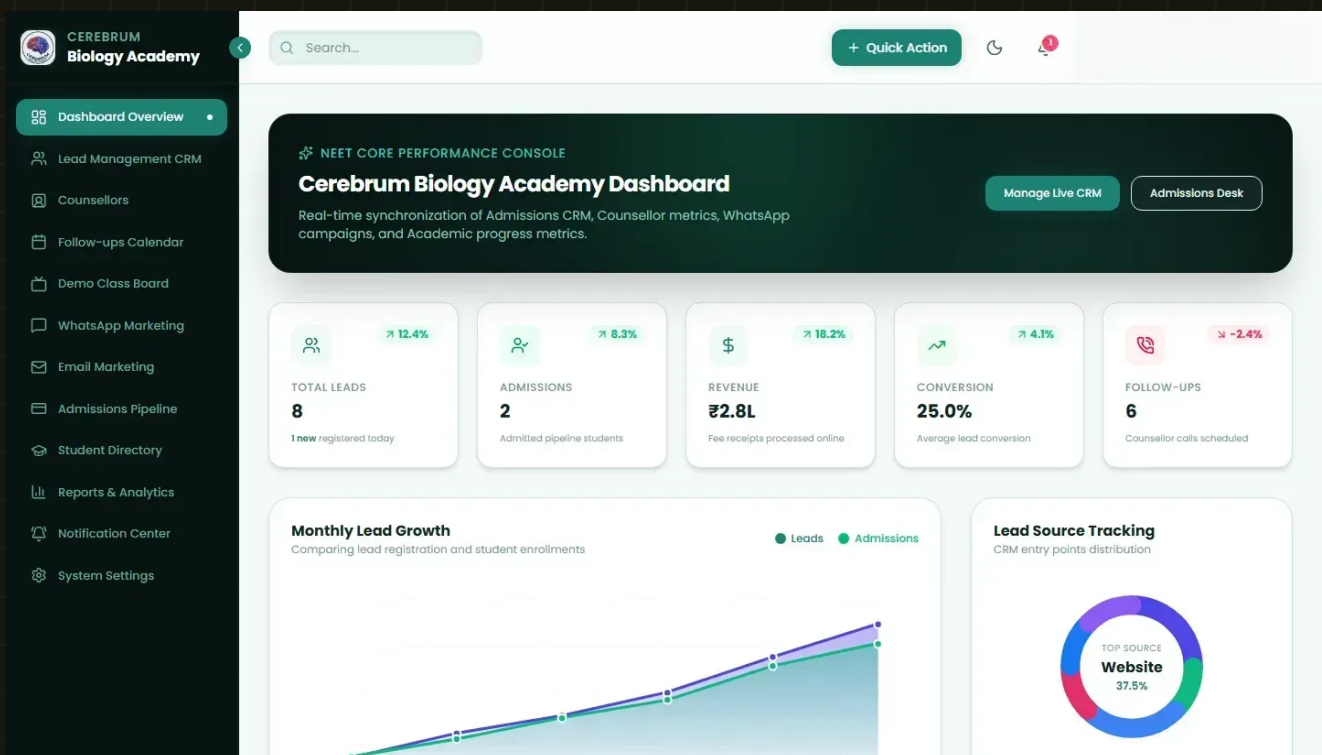


**PRODUCT CATALOGUE**

# Lumina Admissions

Admissions & Lead Management CRM for Coaching Institutes – track every lead from enquiry to admission, manage counsellors, and automate WhatsApp/Email campaigns.



# Everything Your Admissions Team Needs

Built for how coaching institutes actually run admissions – track every lead from enquiry to demo class to admission, manage counsellors and follow-ups, automate WhatsApp and Email campaigns, and see performance across every branch from one dashboard.

1

## Lead Management CRM

Capture leads from your website, WhatsApp, Google Ads, Instagram, Facebook, and referrals into one system. Assign them to counsellors automatically.

2

## Counsellor Management

Assign leads to counsellors, track their targets versus conversions, and see a performance leaderboard – accountability without manual reports.

3

## Follow-ups Calendar

Every counsellor gets a clear calendar of scheduled calls and follow-ups, so no interested lead goes cold from a missed callback.

4

## Demo Class Board

Schedule and track demo classes – one of the biggest conversion points for coaching institutes – and see how many attendees convert.

5

## WhatsApp Marketing

Run WhatsApp campaigns to your lead list directly from the CRM via API, and track delivery, read rate, and click-through rate.

6

## Email Marketing

Send Email campaigns to leads and parents, with open rate, bounce rate, and click-through tracking in the same dashboard.

7

## Admissions Pipeline

A clear funnel view – total leads, contacted, interested, demo sessions, admissions pending, converted – so you can spot exactly where leads drop off.

8

## Student Directory

Once a lead is admitted, their full history – enquiry source, counsellor notes, demo attendance, fee status – carries into a searchable directory.

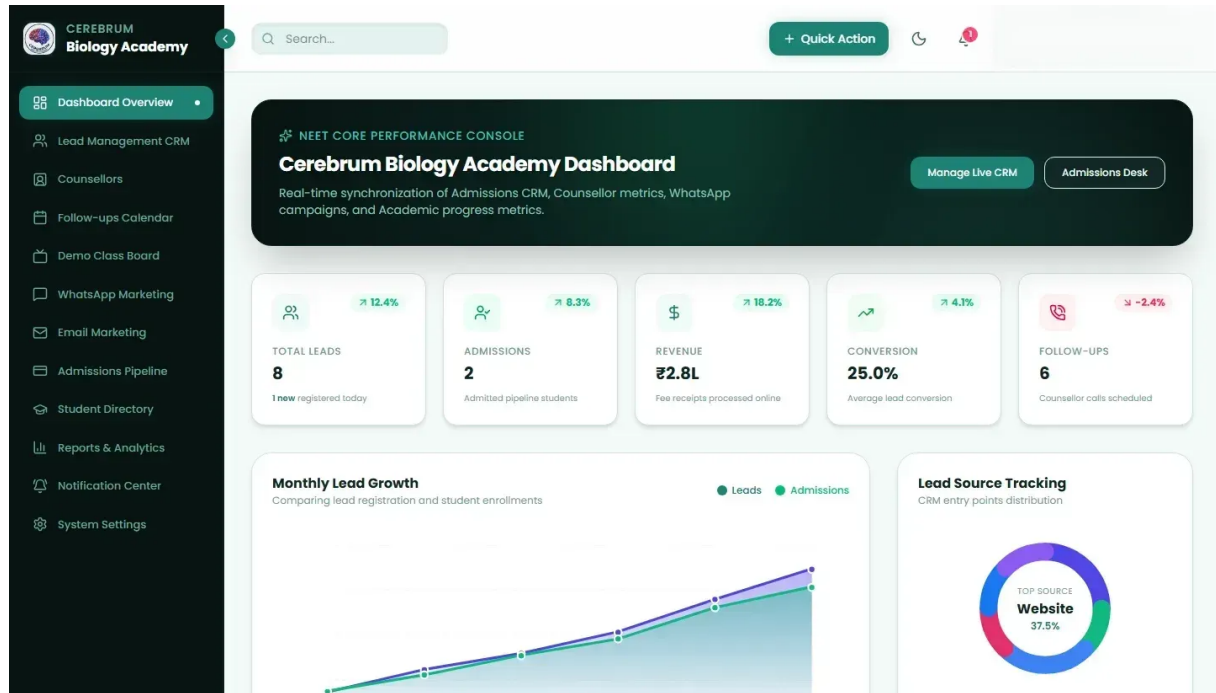
9

## Reports & Analytics

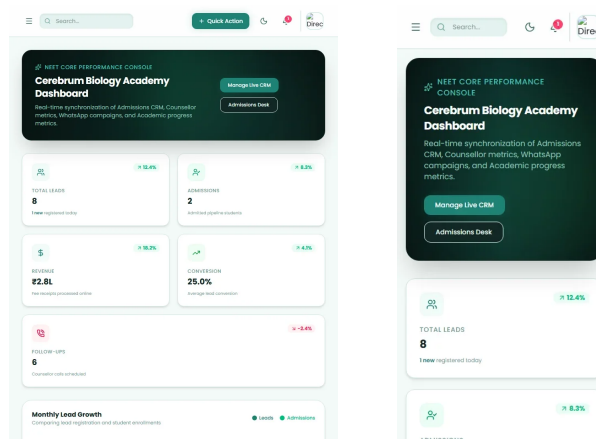
Monthly lead growth, lead source distribution, admission funnel drop-off, and branch-wise performance – all visualized in one place.

# Built for How Admissions Teams Actually Work

A single dashboard showing total leads, admissions, revenue processed, conversion rate, and pending follow-ups at a glance – fully responsive on desktop, tablet, and mobile so counsellors can check leads from anywhere.



DESKTOP DASHBOARD – LEADS, ADMISSIONS, REVENUE & FOLLOW-UPS AT A GLANCE



TABLET & MOBILE VIEWS – ALWAYS CONNECTED

# Why Coaching Institutes Choose Lumina Admissions

- ✓ Stop losing leads to spreadsheets and scattered WhatsApp chats
- ✓ Manage every branch from one screen, no more phone-call updates
- ✓ Counsellor accountability with a real conversion leaderboard
- ✓ WhatsApp & Email campaigns without a separate marketing tool
- ✓ Know exactly where leads drop off in the admissions funnel
- ✓ Demo classes that get tracked and followed up on properly

## Perfect For

NEET / JEE Coaching

Multi-Branch Academic Chains

Test Prep Centers

Skill &amp; Vocational Institutes

Tuition &amp; Learning Centers

Online Course Providers

**16+**

Years of Experience

**9**

Feature Modules

**6**

Institute Types Supported



✓ Custom Software ✓ Websites & E-commerce ✓ Mobile Apps ✓ SEO | Digital Marketing

# Ready to See Lumina Admissions in Action?

Request a free, personalized demo - no obligation. Our team will get back to you within 24 hours with a no-obligation quote and a walkthrough built around how your institute actually runs admissions.

- ✓ Free, personalized demo
- ✓ No-obligation quote
- ✓ Reply within 24 hours



CALL

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