

Aussie-based Enquiry Tracker signs Major Deal with USA education software giant - a game changer for K-12 Schools

More schools across the USA will now have ready access to Enquiry Tracker's Education-focused CRM following the announcement of this strategic partnership with SchoolMint...

2 June, 2021

MELBOURNE, VIC -- Enquiry Tracker, a leading provider of K-12 CRM technology, has announced a major investment and strategic partnership with SchoolMint®, USA's leading provider of Strategic Enrollment Management (SEM) in K-12 education.

The deal sees Enquiry Tracker's K12 CRM technology integrate with SchoolMint's new Strategic Enrollment Management platform to form one powerful, game-changing platform schools can rely on.

"We are excited to join an innovative Australian company and help them expand to the USA market. School users do not want the complexity, costs and lack of integration associated with traditional CRMs, they need a solution with specific features that work beautifully. With Enquiry Tracker, the team has proven it can be done and done well." said SchoolMint CEO Bryan MacDonald.

"Our customers increasingly use SchoolMint enrollment solutions as part of their overall strategic enrollment management efforts and are excited about having even more visibility into the activities which occur at the very earliest stages of the enrollment process. In fact, this has consistently been one of our top requests for new capability. This partnership means we can provide our customers a more comprehensive view of the enrollment process by incorporating Enquiry Tracker's proven technology into SchoolMint's SEM platform."

"With hundreds of schools adopting Enquiry Tracker in just a few years in Australia & New Zealand," said company Director and co-founder Gregory

Campitelli. “Enquiry Tracker has grown to become a leader in helping schools easily manage the entire customer journey from initial inquiry through the formal enrollment process.”

“Our goal is always to provide excellent customer service experience and by partnering with SchoolMint, we can achieve the necessary scale and impact to grow exponentially in the USA by integrating our solutions and leveraging SchoolMint’s proven SEM platform, distribution, and support teams where they need it.”

SchoolMint will be incorporating Enquiry Tracker’s technology into a new Family Relationship Module of SchoolMint’s Strategic Enrollment Platform. This module will be released as part of SchoolMint’s Next Generation enrollment platform available in the second half of 2021.

About SchoolMint

SchoolMint Inc. is dedicated to helping educators create bright, sustainable futures. Serving more than 11 million students and families with more than 16,000 schools across the country, SchoolMint is the leading K-12 provider of solutions for Strategic Enrollment Management (SEM). SEM is a strategic approach that brings together solutions that help students get to and through school successfully. SchoolMint’s holistic enrollment platform enables administrators to centralize activities such as the school choice application and lottery, registration and re-enrollment, tardy tracking, positive behavior reinforcement, and teacher coaching and evaluation to make school operations more efficient and fiscally sound. With products that put the family experience first, while generating powerful insights, SchoolMint is committed to helping all schools across the K-12 landscape attract and enroll more students, families and teachers, and retain them for years to come. SchoolMint is backed by BV Investment Partners and is headquartered in Lafayette, Louisiana. Learn more at [SchoolMint.com](https://www.schoolmint.com).

About Enquiry Tracker

Australia-based Enquiry Tracker is the all-in-one CRM solution for schools to easily manage their future families. Designed by educationalists, Enquiry Tracker’s easy-to-use system allows schools to automate personalised emails and send broadcasts to reach out and proactively engage future families on their unique interests. Furthermore, schools can run events, open houses,

school tours & virtual tours; manage applications and get key insights and instant analytics to manage and grow a robust pipeline. Learn more at www.enquirytracker.net

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