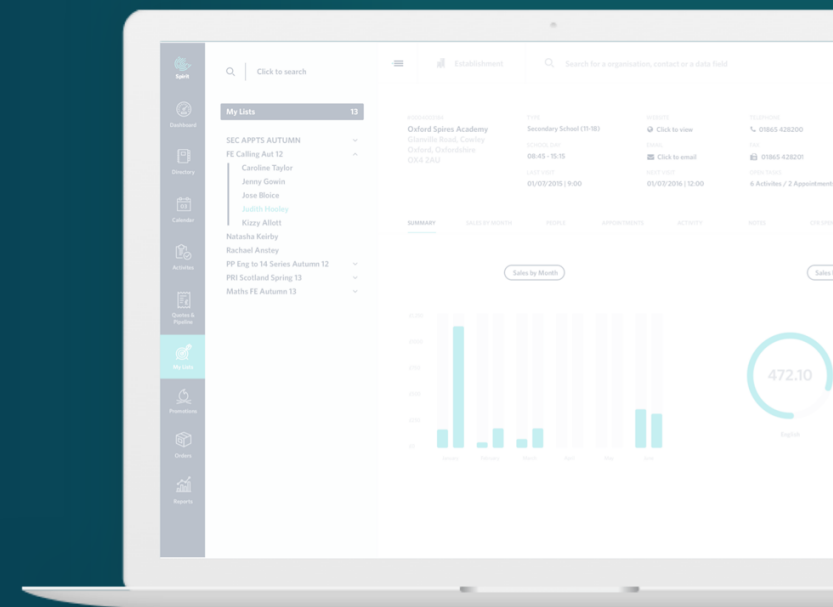


The
Education
Company

SPIRIT

The only CRM & Data management solution
dedicated to education sales, marketing and
relationship management



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About The Education Company.

The Education Company is a **dedicated education CRM, data management and marketing agency**. We have been working with education suppliers, local authorities, charities, CSR programmes and educational organisations for over 35 years.

Our core areas of expertise include **educational data, Business-to-Education CRM, digital marketing, business insight and analytics, market research and website development**. We help clients to organise and use their data to drive their organisation forward by designing, developing and deploying data management and marketing solutions.

Our mission is to help our clients to deliver positive outcomes in the world of education by providing services and implementing solutions that produce a demonstrable return on investment. We have substantial experience working with public and third sector clients, including a range of local authority traded services provided by UK county councils.

Our CRM & Data Management Services.

We offer the following CRM and data management services across our product (SPIRIT) and other customer systems:

- CRM platform (SPIRIT)
- CRM development and configuration
- CRM consultancy and strategy
- CRM requirements gathering and documentation
- CRM system integrations and data feeds
- CRM deployment and implementation
- CRM training
- Data cleansing
- Education data supply
- Segmentation model creation and maintenance
- Business Insight reporting
- Data analysis



SPIRIT – An Overview.

SPIRIT is a cloud-based application that provides education suppliers, local authority traded services and their people with everything they need to manage relationships with nurseries, schools, colleges and multi-academy trusts. It is accessed through your browser and is highly responsive on mobile devices. Key components of the solution include:

- **DATA** – Pre-populated with over 50,000 education organisations and over 400,000 educators' names, roles and contact details, to your required specification.
- **CRM** – Organisation-centric sales, customer service and operational management tools.
- **MARKETING TOOLS** – Segmentation, analysis and data manipulation and extraction tools.
- **INTEGRATIONS** – Integration with a wide range of software platforms.
- **BUSINESS INSIGHT REPORTING** – Intelligent dashboards built in PowerBI to drive data-driven decision making – both 'off the shelf' and custom-built.



Benefits.

You may be considering implementing SPIRIT CRM because you want to...

- Achieve a true single-customer-view across every organisation you work with.
- Instil an organisation-wide customer relationship approach and improve satisfaction.
- Develop and deliver data-driven strategies and remove guesswork.
- Save your employees time and effort by automating processes.
- Deliver more successful retention, growth and acquisition activities.
- Encourage the right behaviours in your teams.
- Understand the education sector better.
- Support the implementation of commercial strategies.
- Introduce a robust and integrated system to run the back-end of your business.

We are solution-led, meaning we try not to 'sell' anything. We work to identify the correct solution to your problem which our customers trust us to implement. The SPIRIT toolkit is forever evolving through consultations with our clients and we very rarely lose a customer. We have clients who have worked with us for over 30 years.





How much does the SPIRIT Platform cost?

Pricing Notes.

Exact pricing for SPIRIT is dependent on your requirements and the amount of work required to deliver your solution. It is therefore difficult to provide a flat Rate card for you to calculate exact costs. This document will present our rates.

To receive a tailored and accurate costed proposal, get in touch to discuss your requirements and we will present our solution with accurate pricing.

The SPIRIT pricing model is:

- A one-off **set-up fee** for development, configuration, integrations, data cleansing, training and any consultancy.
- Monthly, quarterly or annual **ongoing fees** for the continued usage of your platform, which is defined by hosting, data, user licenses, reporting modules and maintaining data feeds and integrations.

SPIRIT is invoiced as:

- A deposit invoice covering the **setup fee** and **three months of ongoing fees** (*We will consider splitting this into smaller invoices for larger projects*)
- Monthly, quarterly or annual invoices for ongoing usage (*subject to client preference*).

All pricing is exclusive of VAT.



Set-up service fees.

The following rates are chargeable for the set-up of your service. The number of days required will be dependent upon your requirements. A typical project may require around 5 days of consultancy, 5 days of development and 1 day of training, but an accurate quote will be provided once requirements have been gathered.

Consultancy

Spirit Director	per day	£1050.00
Senior Engineer	per day	£850.00

Bespoke Development

Spirit Development Director	per day	£1,200.00
Senior Developer	per day	£950.00
Other Developers	per day	£750.00

Training

Full day on site (excluding travel)	per day	£750.00
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Data Capture (for services not defined in contracts)

Tagging (establishment or contact)	per record	£0.25
Add contact	per item	£0.30
Add meta data to an establishment or contact	per item	£0.30
Add personal e-mail address to individual contact	per item	£0.15

Management

Spirit Platform admin functions	per hour	£45.00
Data analysis	per day	£750.00

Overtime Rates

Evenings and Saturdays	rate x 1.5	
Sundays and Bank holidays	rate x 2	

Subscription Services & Fees.

This is an example of what a monthly subscription fee might look like. All charges are subject to the services being provided based on the scope of work agreed with the customer.

Software and Hosting Fees	Monthly Price	Unit	Typical Range	Notes
SPIRIT Hosting and Data Storage Fee	£700	Per instance	£500 – £1,000	Discounts available for large license cohorts
User Licenses	£35	Per User		
Data Feed Maintenance	£100	Per feed		
Power BI Reporting Modules	£200	Per module	£100 – £400	Scaled discount applies for multiple modules
Support Package	£400	Per instance	£300 – £800	
Data Subscription Fees				
UK Early Years Database	£200	Per database		Discounts apply for bulk, reduced or partial data cohorts
UK Primary Schools Database	£550	Per database		Discounts apply for bulk, reduced or partial data cohorts
UK Secondary Schools Database	£600	Per database		Discounts apply for bulk, reduced or partial data cohorts
UK FE database	£100	Per database		Discounts apply for bulk, reduced or partial data cohorts
Multi Academy Trusts Database	£300	Per database		Discounts apply for bulk, reduced or partial data cohorts
International Schools & Colleges Database	£500	Per database		Discounts apply for bulk, reduced or partial data cohorts

Thank you for reading.

If you have a sales, marketing or data management problem – we will be delighted to help.

For examples of our work, please visit
<https://www.educationcompany.co.uk/portfolio/>



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