



How the IMM Graduate School Keeps Students On Track From First Enquiry to Final Qualification

Industry: Higher Education

Specialisation: Marketing and Supply Chain Qualifications

Years in operation: 65+

Meet the IMM Graduate School

The IMM Graduate School has been shaping South Africa's marketing and supply chain professionals for over 65 years. Today, the institution manages student communication across multiple departments (including sales, marketing, admissions, student support, and academics), each with their own touchpoints and their own relationship with the student.

National Sales Manager Tyrel Naidoo leads the team responsible for driving student registrations. Higher Education Consultant Leon Boshoff works directly with prospective students, many of them fresh out of school, helping them choose the right qualification and navigate the application process. Between them, they manage the full student journey; from the first enquiry to the day a student graduates.

The challenge was keeping that journey connected, consistent, and clear at every stage.

The Communication Challenge

Students entering higher education for the first time are under pressure. They don't know how the tertiary system works. They need clear information; about what documents to submit, where they are in the application process, when open days are, what's required for each semester; and they need it delivered in a way that reaches them.



Before using Everlytic, the IMM ran campaigns across marketing, sales, and student support separately. Communication performance, by Tyrel's own assessment, was average. Different departments operated in silos, and there was no single platform connecting every stage of the student lifecycle.

"Students often have a high volume of academic pressure on their hands," says Tyrel. "Getting clear communication from the institution is vital in their success to completing their tertiary education."

How Everlytic Changed the Student Journey

The IMM now uses Everlytic for their email, SMS, and WhatsApp communication, with each channel playing a different role in the student experience.

From First Enquiry to Registration



When a prospective student makes an enquiry, the communication process starts immediately. Everlytic helps the team retrieve documentation, move students through the admissions process, and confirm registration - all via automated, timely communication that keeps the student informed at each step.

"From where they first engage with us to the long term when they leave, it's helped our students throughout," says Leon.

Keeping Enrolled Students on Track



Once students are registered, the communication continues. Assessment reminders, semester intake information, event notifications tied to regional offices, and academic updates; all delivered through the platform so students know what's expected and when.

"Whether there are assessments for the semester ahead, whether it's events taking place within the students' regional offices, it acts as a reminder, creating action points for them at the right time," says Tyrel.

WhatsApp: Meeting Students Where They Are



One of the most significant shifts came from adding WhatsApp to the communication mix.

"In today's world, students as well as people in corporate don't really have the time to answer the phone," says Leon. "Sending them a WhatsApp message is a lot easier, a lot more comfortable, and it's led to an uptick in our applications and our registrations."

Response times and engagement improved, and the team could reach students through the channel they use day-to-day.

Data That Drives Faster Decisions



Everlytic's reporting gives the team the visibility to act, not just send. When communication isn't landing, they can see it and adjust.

"Using that data helps us make those decisions a lot quicker and a lot more effectively," says Leon.

Tyrel adds: "It allows us to look at where communication can be improved and at any given point where we can make decisions in sending out additional communication."

What Changed

Communication performance across every department; marketing, sales, admissions, student support, and academics, has improved since implementing Everlytic. Conversion rates are up, response times are faster, and the student journey is more connected from first touch to final registration.

"Across each cross-functional department, we have improved — whether it is from a marketing perspective, a student recruitment journey, or even at a student support level," says Tyrel.

For Leon, the platform's support made the difference in getting there: "It's something I'd never used before. Their tech support team has been fantastic with answering any queries I have or helping with any adjustments on the bot."

Tyrel agrees: "What stands out are the response times from the tech team, they're always there to assist whenever we have queries or any issues, and it gets resolved."

In Their Own Words

For a higher education institution managing students across multiple stages, departments, and channels, disconnected communication isn't just an inconvenience, it costs enrolments.

"If you're in the higher education space and you're looking for effective communication, Everlytic definitely comes across as an excellent service provider." — Tyrel Naidoo, National Sales Manager, IMM Graduate School

