



SUCCESS CASE

# DIGITAL AUTOMATION IN THE CORE OF MARKETING

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Education company invests in  
co-op marketing to increase its  
student base

**zuri**

# CLIENT'S PROFILE

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One of the largest educational organizations in the world.

## SIZE

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- 125 Higher Education units
- More than 1,000 DL educational centers
- 2 million students

## CHALLENGE

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Manage the campaign and investments of co-op funds for incentives, with greater control and visibility over investments.

## SOLUTION

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Process Digitization via Zuri.

## BENEFIT

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Increase in revenue by attracting new students.



# AUTOMATION IN THE CORE OF THE STRATEGY FOR NEW BUSINESS, MARKETING AND SALES

**One of the largest educational institutions in the world has invested in automation to improve its strategy in attracting and retaining customers (students).**

Zuri was chosen to carry out process management in the areas of marketing and sales, improving operational efficiency and generating scale gains.

More efficiency, more productivity, and reduced risks. All of that with simplicity and ease. Less time spent on emails, less time spent on spreadsheets. More time to work on what matters, focus on key activities in the areas.

Operational efficiency and safety in processes were determining factors. The Zuri solution delivered the automation of processes with the necessary safety and efficiency in an agile, simple and easy way. With Zuri, the client can focus on what he does best: formulating and executing media strategies for sustainable business growth, whether through television advertisements, jingles, billboards, flyers, sound cars, etc.

Focus on business growth and innovation, automating business processes and generating efficiency to allocate your professional talents to activities of greater added value to the business.

**EDUCATION COMPANY INVESTS IN CO-OP MARKETING TO INCREASE STUDENT NUMBER.**

**The solution implemented with the Zuri platform to automate processes generated interest and projects in other areas of the company.** Once the Zuri solution was delivered to the offline media area, the commercial area realized the value of the Zuri platform, and new solutions were implemented for commercial processes, guerrilla marketing and co-op funds, generating greater efficiency and innovation.

Interested in knowing how your company can automate processes, increasing efficiency and innovating to be more competitive?

# CONTACT ZURI

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