

# || **SENTRAL MESSAGING**

## **OVERVIEW**

### **1. What problem does this module solve?**

**i** All schools are required to communicate to their parent community, student cohorts and staff. The Messaging module handles Email, SMS and portal messaging for general communication, attendance and sick bay. It provides an efficient, effective and clear end to end solution that seamlessly manages key processes and workflows for communication. The module is simple and fast to configure to your specific school's processes and requirements, but comprehensive enough to handle complex Communication processes and workflows.

### **2. How does Sentral solve this?**

**i** **The Sentral Messaging Module:**

The ease of configuring this module ensures that schools can start taking communication with parents, staff and students. Sending a message can be as basic or as detailed as you like to communicate general school information and attendance requirements.

Simple & easy tab navigation

- Gives a dashboard overview of recent messages and ability to identify responses.
- Comprehensive information about any student, staff or family member's record and the relationships between individuals.
- All common data fields come out of the box, allowing schools to easily send messages. The system is SIF compliant and has strong data validations to help create better consistency and accuracy of all data. Details can be quickly and easily updated for an individual student.
- Has seamless integration to the Enrolments module or your data layer source once a student is activated and household data is live.
- Logical messaging functionality with options to filter and create cohorts/groups.
- Easy tracking on outbound and inbound messages to append to absences records.
- Contains built-in Message templates to bulk message with ease.

### **3. Who will use and get value from this Module?**

**i** The Messaging module will be used by administrative and/or office staff who handle absence records via SMS/Email/Portal. General staff have access however may be limited to Email/portal communication of a general nature. A deep understanding of current school policies and procedures is essential to ensure communication is centralised & transparent. Messaging also benefits the parent and community at large to provide time efficient and easy school interactions.

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The Messaging module will also be used by your Marketing staff to manage communications and the parent engagement during the student's school journey. It will also allow the ability of your Marketing or Enrolment staff to target a specific age, based on your future requirements.