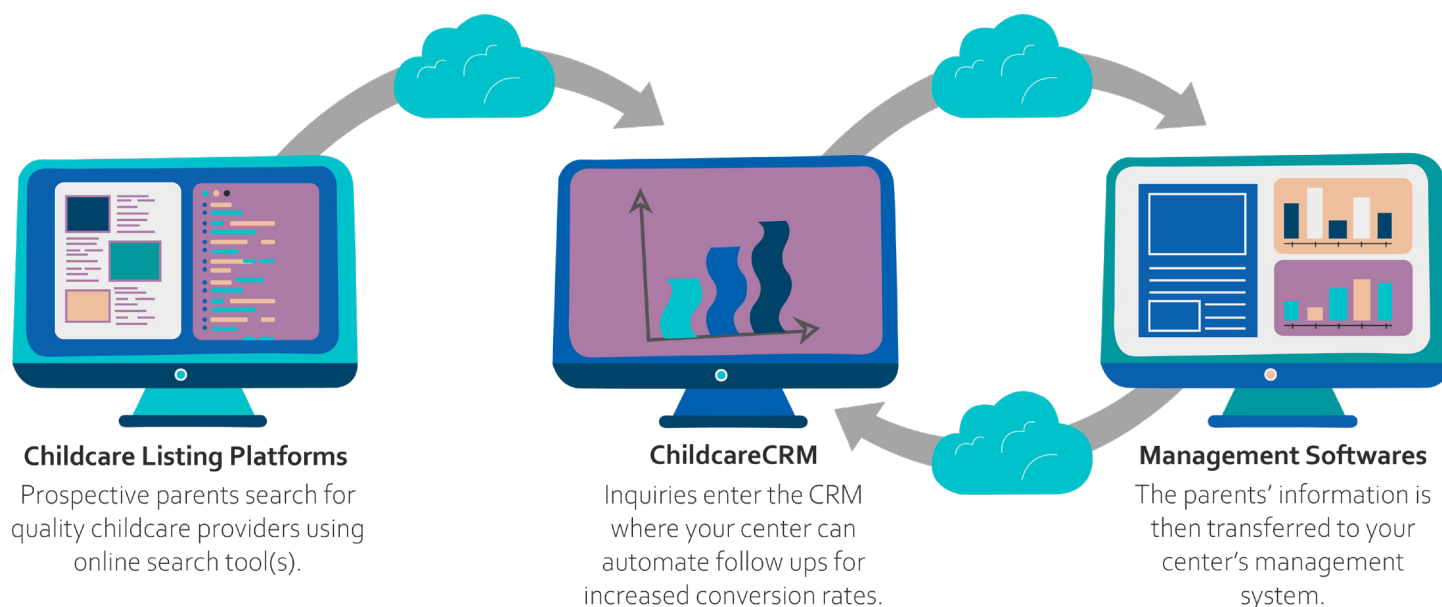# The Importance of Integrations

Connect easily to the platforms you already use.

Our CRM and FORMS products are both strong on their own, but they become super powerful when **integrated with other key technologies** like your Childcare Marketplace Solutions and your Management Software.

From technologies that help **connect parents with your childcare center** openings, to back-office management solutions that power the administration of your center, ChildcareCRM has you covered. Thanks to our tremendous **experience and presence in the industry**, we are able to offer integrations with the most trusted names in the industry that make running your organization both seamless and simple.

Childcare Listing Platforms
Prospective parents search for quality childcare providers using online search tool(s).

ChildcareCRM
Inquiries enter the CRM where your center can automate follow ups for increased conversion rates.

Management Softwares
The parents' information is then transferred to your center's management system.

Reduced Manual Effort- Update a field in ChildcareCRM and the corresponding field in your partnering software will update as well.

Transition Seamlessly- As you change their lead status, parents flow through the enrollment process in ChildcareCRM and into the management system.

Information Remains Current- Update a field in ChildcareCRM and the corresponding field in your additional software platforms will update as well.

ChildcareCRM   www.childcarecrm.com