× NPLUS GLOBAL

CLIENT SUCCESS STORY

# From scattered enquiries to a fully automated, cyber-secured education business — in 30 days.

How NPLUS Global designed, built and now protects SKILL IT Education's complete digital stack: website, AI-powered CRM, payments, LMS with AI Tutor, an in-house cyber security lab and a 24×7 Security Operations Centre.

**100%**
of website & ad leads captured into the CRM automatically

**0**
manual steps from payment to LMS enrolment

**30 days**
from kick-off to measurable revenue growth

**24×7**
SOC monitoring across every business application

> *"NPLUS Global didn't just give us software. They gave us one connected system that brings in leads, closes admissions, teaches students and keeps all of it secure."*
>
> **Ramya TS** · SKILL IT Education

THE ENGAGEMENT

# One partner. One connected platform.

SKILL IT Education trains learners in Cyber Security, SOC Analyst, AI/ML, Data Science and Data Analytics. Growth was being held back by disconnected tools and manual work. NPLUS Global replaced them with a single end-to-end platform.

| CLIENT | INDUSTRY | DELIVERY PARTNER | SCOPE |
|---|---|---|---|
| **SKILL IT Education** | **EdTech & IT Training** | **NPLUS Global** | **Build · Automate · Secure** |

### Before

- Leads from the website and ads arrived in different places
- Follow-ups depended on memory and spreadsheets
- Invoices and payment confirmations done by hand
- Students added to classes manually after every payment
- No hands-on lab for cyber security students
- No central view of security across business apps and email

### After

- Every lead flows straight into one CRM, tagged by source
- AI assistant schedules and prompts every follow-up
- Payment gateway with automatic invoices and receipts
- Paid students auto-enrolled in the LMS with a welcome email
- In-house cyber lab for real, hands-on practice
- In-house SOC watching website, CRM, LMS and Gmail 24×7

## WHAT NPLUS GLOBAL DELIVERED

W 01

### Website — skilliteducation.com

Fast, SEO-ready course website with enquiry and apply forms wired directly into the CRM.

AI 02

### CRM with AI follow-up assistant

Lead tracking, stage-wise pipeline, AI reminders and a live dashboard that shows which leads to close first.

₹ 03

### Payments, invoicing & onboarding

Integrated payment gateway, auto-generated student invoices and an automated onboarding email sequence.

L 04

### LMS with AI Tutor

Live and recorded classes, AI Tutor support, MCQs and assessments assigned automatically for practice.

C 05

### In-house cyber security lab

A dedicated practice environment where Cyber Security and SOC students work on real-world scenarios.

S 06

### SOC — Security Operations Centre

Continuous monitoring of every business application for suspicious and malicious activity.

HOW IT WORKS

# Lead to learner — fully automated

Every step that used to need a person to copy, paste or remember now happens on its own. The team spends its time talking to students, not managing tools.

**1 · CAPTURE**

- **Website forms** — Enquiry, apply & brochure downloads
- **Meta & Google Ads** — Lead forms synced instantly
- **Calls & WhatsApp** — Logged against the same lead
- → **Unified CRM** — De-duplicated, tagged by source & course

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**2 · CONVERT**

- **AI follow-up assistant** — Next-best action & reminders for every lead
- → **Lead dashboard** — Hot leads ranked to close first
- → **Counselling** — Every touchpoint tracked

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**3 · COLLECT**

- **Payment gateway** — Secure online payment link
- → **Auto invoice** — Generated & emailed instantly
- → **Onboarding email** — Welcome, schedule & login details

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**4 · TEACH**

- **LMS auto-enrol** — Assigned the moment payment clears
- → **Live & recorded classes** — Watch anytime
- → **AI Tutor, MCQs & assessments** — Auto-assigned practice
- → **Cyber lab** — Hands-on practice

**SOC**
24×7 PROTECTION

## Every layer is watched by an in-house Security Operations Centre

NPLUS Global's SOC monitors logins, traffic and activity across all SKILL IT Education applications — detecting and responding to suspicious behaviour before it becomes a business problem.

Website · CRM · LMS · Payment flows · Google Workspace / Gmail · Cyber lab · All business apps

RESULTS

# Revenue impact within the first month

Because leads stopped slipping through the cracks and admissions became faster to close, SKILL IT Education saw revenue improve within the first 30 days of go-live.

**100%**
Leads from website and ads captured automatically — none lost

**Same day**
First follow-up on new leads, prompted by the AI assistant

**Instant**
Invoice, onboarding email and LMS access after payment

**1 view**
Single dashboard for pipeline, admissions and collections

**Auto**
MCQs and assessments assigned to every enrolled student

**24×7**
Threat monitoring across website, CRM, LMS and Gmail

## Why revenue went up

1. **No lost leads.** Every enquiry from every channel lands in one place.
2. **Faster follow-up.** AI reminders mean hot leads are contacted while interest is high.
3. **Clear priorities.** The dashboard shows counsellors exactly which leads to close today.
4. **Frictionless payment.** Pay online, get an invoice and start learning — the same day.
5. **Better student experience.** Instant LMS access, AI Tutor and practice drive referrals and completions.
6. **Trust.** A secured platform protects the brand, student data and revenue from cyber attacks.

## 30-day rollout

**WEEK 1**
Discovery, website and CRM set-up, lead sources connected

**WEEK 2**
AI follow-up assistant, lead dashboard, payment gateway & invoicing

**WEEK 3**
Onboarding emails, LMS auto-enrolment, AI Tutor & assessments

**WEEK 4**
Cyber lab live, SOC monitoring across all apps, team training

**DAY 30+**
Revenue growth visible; ongoing optimisation & 24×7 security

IN THEIR WORDS

# What our partnership looks like

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★★★★★

Before NPLUS Global, our leads were spread across forms, ads and phones, and our team spent hours on follow-ups, invoices and adding students to classes. Today it runs as one system. Every lead from our website and ads goes straight into the CRM, the AI assistant tells us who to call next, and the dashboard shows exactly which admissions to close. The moment a student pays, the invoice goes out, the welcome email lands and they're inside the LMS with live classes, recordings, the AI Tutor and assessments ready to practise.

Our cyber security students now train in our own in-house lab, and the SOC keeps our website, CRM, LMS and Gmail protected around the clock. We saw the difference in revenue within the first month — and our team finally works without the daily hassle. NPLUS Global is a true enterprise-grade technology partner.

RT

**Ramya TS**
SKILL IT Education

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Our goal with SKILL IT Education was simple: remove every manual step between a student's first click and their first class, and secure the whole journey. We connected the website, ads, CRM, payments, onboarding and LMS into one automated flow, then put our in-house SOC in front of all of it. That is how we work with every client — build it properly, automate what slows the team down, protect it 24×7, and keep optimising month after month so the business can focus on growth.

VR

**Venu Reddy**
NPLUS Global

OUR APPROACH

# How NPLUS Global keeps it smooth — without the hassle

Go-live is the start, not the finish. These are the working principles behind every NPLUS Global engagement.

### One partner, one stack

Website, CRM, payments, LMS and security from a single accountable team — no vendor juggling.

### Automate the repetitive

Lead capture, follow-ups, invoices, onboarding and enrolment run on their own, so people focus on students.

### Data you can act on

Live dashboards for leads, conversions and collections, reviewed regularly to find the next improvement.

### AI where it helps

AI follow-up assistant for counsellors and an AI Tutor for students — practical, not hype.

### Secure by default

Every application sits behind in-house SOC monitoring, with threats detected and handled early.

### Continuous optimisation

Monthly reviews of the funnel, LMS usage and security posture, with improvements shipped quickly.

### For the SKILL IT Education team

- Less admin, more time with students
- Clear daily priorities from the dashboard
- Revenue and collections visible in real time

### For SKILL IT Education students

- Pay online and start learning the same day
- Live classes, recordings and AI Tutor in one portal
- Hands-on practice in a real cyber security lab

## Want the same results for your business?

NPLUS Global builds, automates and secures your website, CRM, payments, LMS and business apps, with 24×7 SOC protection. Email info@nplusglobal.com

**nplusglobal.com**

**Platform delivered by NPLUS Global:** Website · AI-assisted CRM · Lead automation (website & ads) · Payment gateway & invoicing · Onboarding email automation · LMS with AI Tutor & assessments · In-house cyber security lab · 24×7 SOC.