



SchoolBellQ Services

Admissions to Alumni



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**Embedded AI in every solution
and every module**





1

AI ChatBot

Turn your dumb ERP into an intelligent one — the AI built into SchoolBellQ that answers your school's questions in plain language.

- **Ask, don't dig** — type a question in plain language and get an instant answer, no dashboards or exports needed
- **Grounded in live data** — every response pulls straight from your school's real, current records
- **Class-by-class comparisons** — see exactly which class needs attention, with real headcounts, not just percentages
- **Trend and day-wise insights** — spot monthly patterns and get a full day-by-day breakdown in seconds
- **Built into SchoolBellQ** — no separate tool to learn; works natively across admissions, fees, attendance, transport and academics
- **Speaks your team's language** — guidance and answers in Hindi or English
- **One assistant for every stakeholder** — principals, trustees and admin staff all get the same instant, accurate answers



Turn Your Dumb ERP into an Intelligent One

SAME DATA. SMARTER DECISIONS.

AI
YOUR INTELLIGENT ERP ASSISTANT

Admissions, Attendance, Academics, Reports, Transport, Library, Fees

[Request for AI Demo →](#)

- Save Time**
Automate everyday tasks
- Smarter Decisions**
Turn data into insights
- Secure & Reliable**
Your data, your control



2



End-to-End Education Automation: *Unified Single System*



Academic operations :

- Exams, LMS, Homework, Calibrated Question Paper, Proctored Online tests, Study Material



Non-academic operations:

- Transport, Inventory, Incidents, Library, Hostel, ECA, Gate pass, Visitor Management



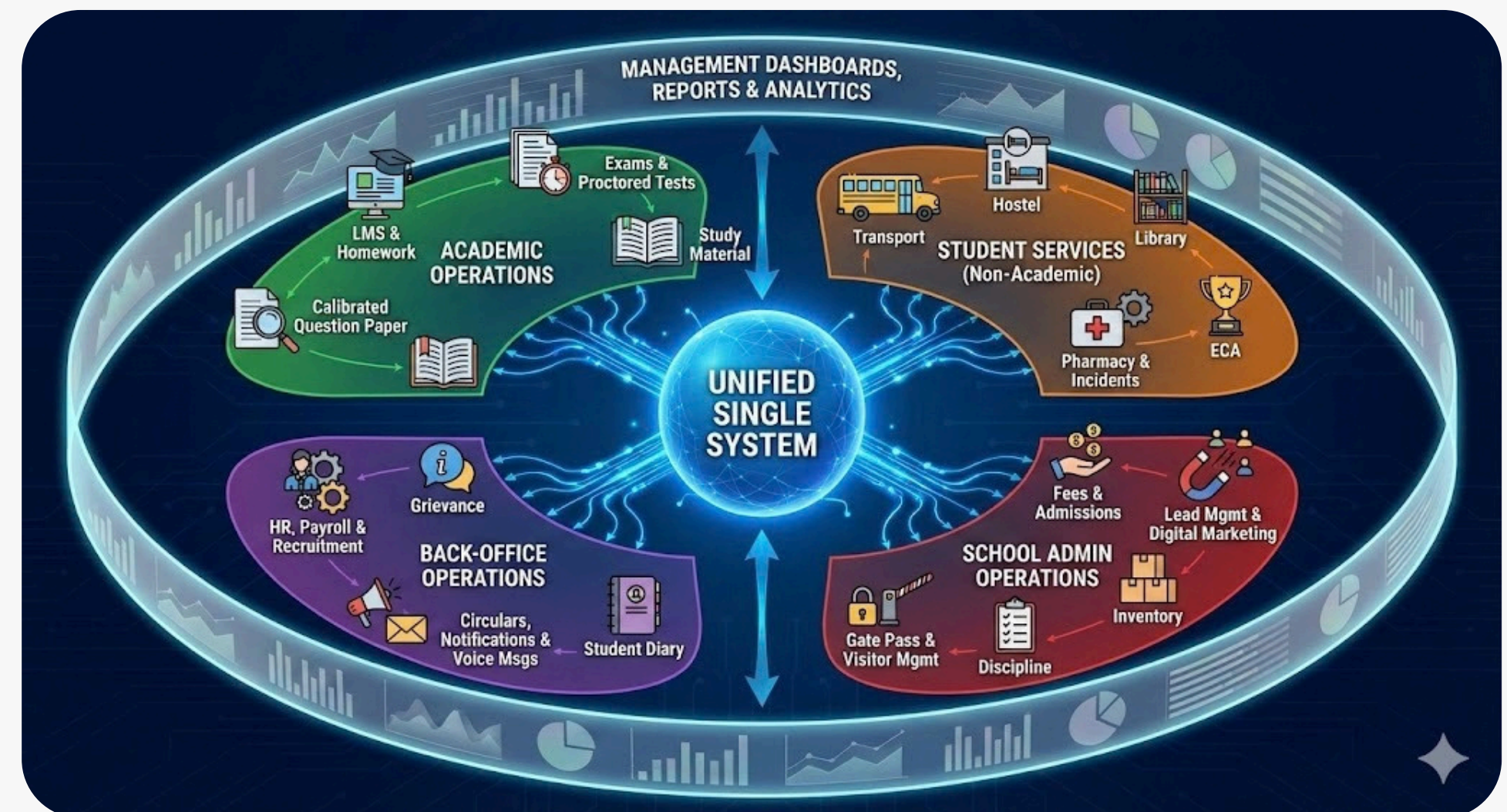
School admin operations:

- Fees, Admissions, Lead Management & Digital Marketing, Discipline, Dashboards, Notifications, Transport, Library, Hostel, Inventory



Back-office operations:

- HR, payroll, Recruitment, Grievance, Pharmacy, Circulars, Notifications, Student Diary, Voice Messages
- Management Dashboards, Reports & Analytics





3



Maximize Admissions with an Integrated, High-Conversion System

Attract more enquiries, convert more parents, and boost overall admissions with our smart, end-to-end admissions growth engine.



Lead Management CRM – *Smart, Simple & Conversion-Driven*

Capture Leads From Anywhere
Turn every marketing activity into measurable admissions output.

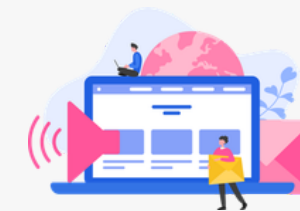
- Create custom lead links instantly for any campaign.
- Share links across social, ads, website, partners, and offline channels.
- All enquiries auto-capture into the CRM with zero manual work.
- Counselor specific links.
- Unlimited links for unlimited campaigns.
- No lead leakage—every enquiry is tracked.
- Clear ROI insights for smarter marketing decisions.



Integrated Referral Channel: *Turn Parents into Ambassadors*

Your existing parents are your strongest marketing asset: Parent Referral System where parents can easily refer friends and family.

- Turn existing parents into powerful ambassadors for your school.
- Generate high-quality referral leads backed by trust and credibility.
- Reduce marketing costs while increasing genuine enquiries.
- Track, manage, and reward referrals seamlessly within the platform.



Bespoke Email Campaigns: *Communicate with Precision*

Run targeted, beautifully crafted email campaigns directly from our inbuilt system—no third-party tools required.

- Run targeted, personalized email campaigns directly from the inbuilt system.
- Automate follow-ups to keep parents engaged throughout the admission cycle.
- Eliminate reliance on third-party tools—everything works within one platform.
- Send multiple marketing attachments in mail to keep up parent engagement



App-Based Lead Conversion: *Engage Parents from the Enquiry Stage*

Shift parents from passive leads to active prospects immediately: parents receive an app invite at the enquiry stage itself

- Bring parents onto the school app right from the enquiry stage.
- Share brochures, fee details, and updates instantly to maintain interest.
- Nurture leads faster with real-time communication and reminders.
- Improve overall conversion rates with consistent touch points and engagement.



4

Comprehensive Academic & Non-Academic Operations

*We deliver the complete bouquet that
competitors can't match*

Academic Modules

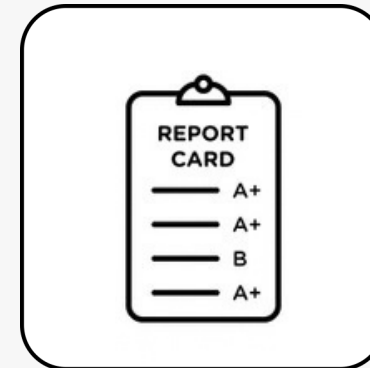
- Lesson Plans, Homework Looping, Doubt Management
- AI-Proctored Online Exams
- Report Cards with deep analytics
- Syllabus & Exam Management
- Library, ECA, Surveys, Classroom Monitoring and many more...

Non-Academic & Admin Modules

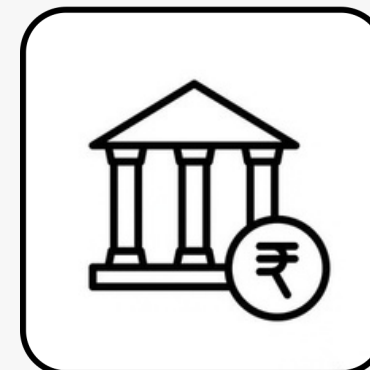
- Fee Management, Transport, Hostel, Gate Pass
- Incident Management, Visitors Log, Utility Management
- Student Entry/Exit, Leave Management
- Happiness Helpdesk & Dashboards many more...



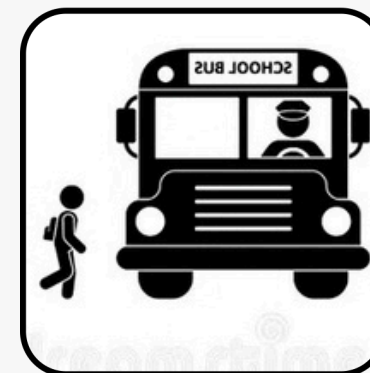
2 - way
Homework Looping



Report Cards



Fees Management



School Transport Management



5

Technology Edge (AI + Automation)



AI Timetable Module :

conflict-free scheduling, load balancing, smart substitution

- AI-Driven Timetable Generation & Conflict-Free Scheduling
- Smart Leave & Auto-Substitution Management
- Flexible & Advanced Scheduling Options
- Balanced Teacher Workload Distribution
- Deep Reporting, Insights & Appraisal Integration



Smart Analytics Report:

360° insights, class benchmarking, trends, attendance analytics

- Year-on-Year Performance Trends
- Cross-Section & Class Benchmarking
- Subject-Wise Trend & Teacher Performance Reports
- Attendance Analytics (Monthly & Yearly)
- Skill-Based & Activity Reports
- One-click insights for teachers, coordinators, and management from the dashboard



Power BI Integration:

live dashboards for analysis on attendance, fees, academics

- Interactive Performance Tracking
- Multi-Level Data Analysis
- Customizable KPIs
- Real-time Insights for faster decision-making
- Role-Based Dashboards
- Enhanced Transparency across academics and operations



WhatsApp Integration:

instant notifications, chatbot support, high parent engagement

- 24×7 chatbot support for instant queries
- Direct appointment booking for parents and vendors.
- Easy PTM slot booking
- Simple admission enquiry submission
- Real-time two-way communication
- Automatic alerts and reminders
- Higher parent engagement



Timetable Automation

Complex Timetables. Made Easy.



Facing challenges in timetable scheduling?

Last-minute teacher absences?

Uneven workload? Manual errors?

Let AI handle it—smartly and instantly.



Quick Timetable Generation

Create class-wise & teacher-wise timetables in minutes



Seamless Scheduling

*No clashes. No overlaps.
Perfect balance*



Smart Workload Distribution

Fair & transparent teacher allocation



Substitution & Leave Management

Auto substitution during teacher absence



Combined & Optional Scheduling

Practicals, electives & double periods handled intelligently



Conflict Resolution

AI detects & resolves timetable conflicts automatically

Easy Input. Zero Complexity

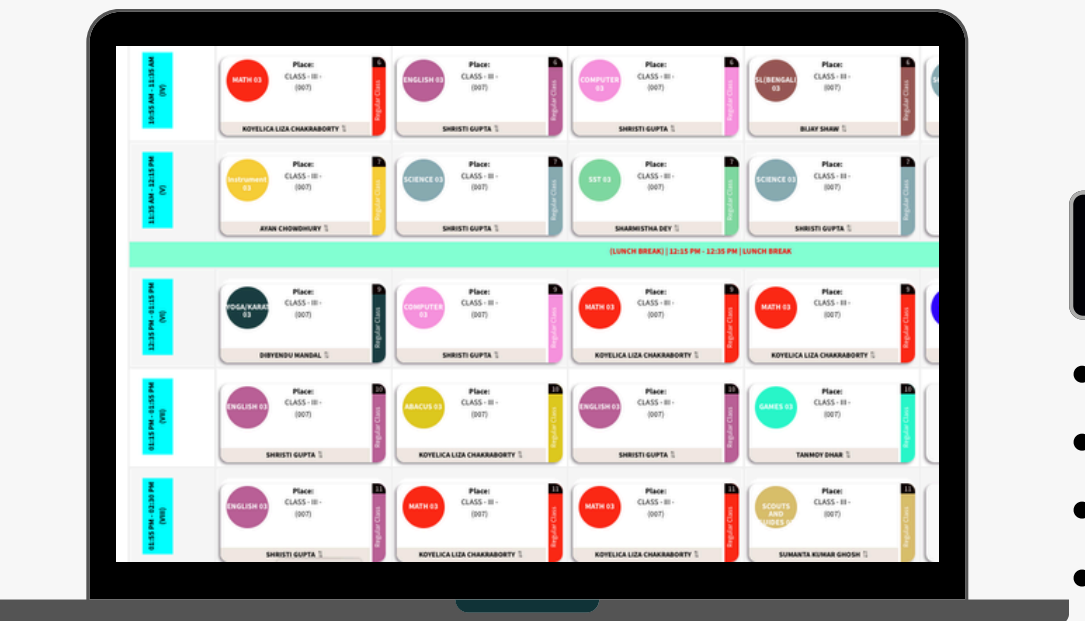
- Simple input matrix
- Subjects & classes per week
- Teacher allocation per class
- Intelligent handling of practicals
- Auto & manual substitution options

Brilliant Output

- ✓ Beautiful visual timetables
- ✓ Class-wise & teacher-wise reports
- ✓ Easy manual adjustments
- ✓ Seamless sharing with staff & students
- ✓ Instant email alerts

Bonus: Teacher Appraisal Insights

- Auto-substitution tracking
- Lecture count vs class performance
- Leave & absenteeism data
- Data-driven appraisal support





Power BI Integration

Turn Data Into Decisions. Instantly.



- Real-time academic and management insights through customizable, role-based dashboards.
- Enabling users to track attendance, performance, and resource allocation, Interactive performance tracking.
- Customizable KPIs and multi-level data slicing to analyze trends and achieve institutional goals effectively.



Live dashboards for analysis on attendance, fees, academics

 **Interactive Performance Tracking**

 **Real-Time Academic & Management Insights**

 **Customizable KPIs**

 **Multi-Level Data Analysis**

 **Customisable Interactive and Role-Based Dashboards**

 **Deep Insights with Multi-Level Data Slicing**



◆ AI IN HR

HR – Infinity

From Recruitment to Retirement.

Powered by AI. Built for people. An intelligent HRMS that learns, predicts, and acts — thinking alongside your HR team, end to end.





6

School-Specific HRMS



Recruitment management with AI-matched candidates.

Leave impact automatically mapped to classes



Automated onboarding & verification.

CRO-driven teacher performance evaluation



KRA-based appraisal with automated scoring

Teacher and Non - teaching Appraisal System



Complete digital appraisal ecosystem

- Self-Appraisal by Teachers → Appraiser Evaluation → Reviewer Assessment → Principal's Final Rating
- Appraisal based on parameters like: Class Result Analysis Weightage, CRO Mark, Digital Initiative, Trainings & Its Implementation, Parental Concerns, Personality Attributes





AI Driven Recruitment Management

Screen. Draft. Follow up. All handled instantly.



Vacancy & Job Postings

Post open roles, set job criteria and manage applications from one screen.

AI JD Drafting

Turns a role brief into a ready JD, toned and leveled automatically.

AI Resume Screening

Scores every CV against the JD, shortlists and flags gaps automatically.

Pipeline Tracking

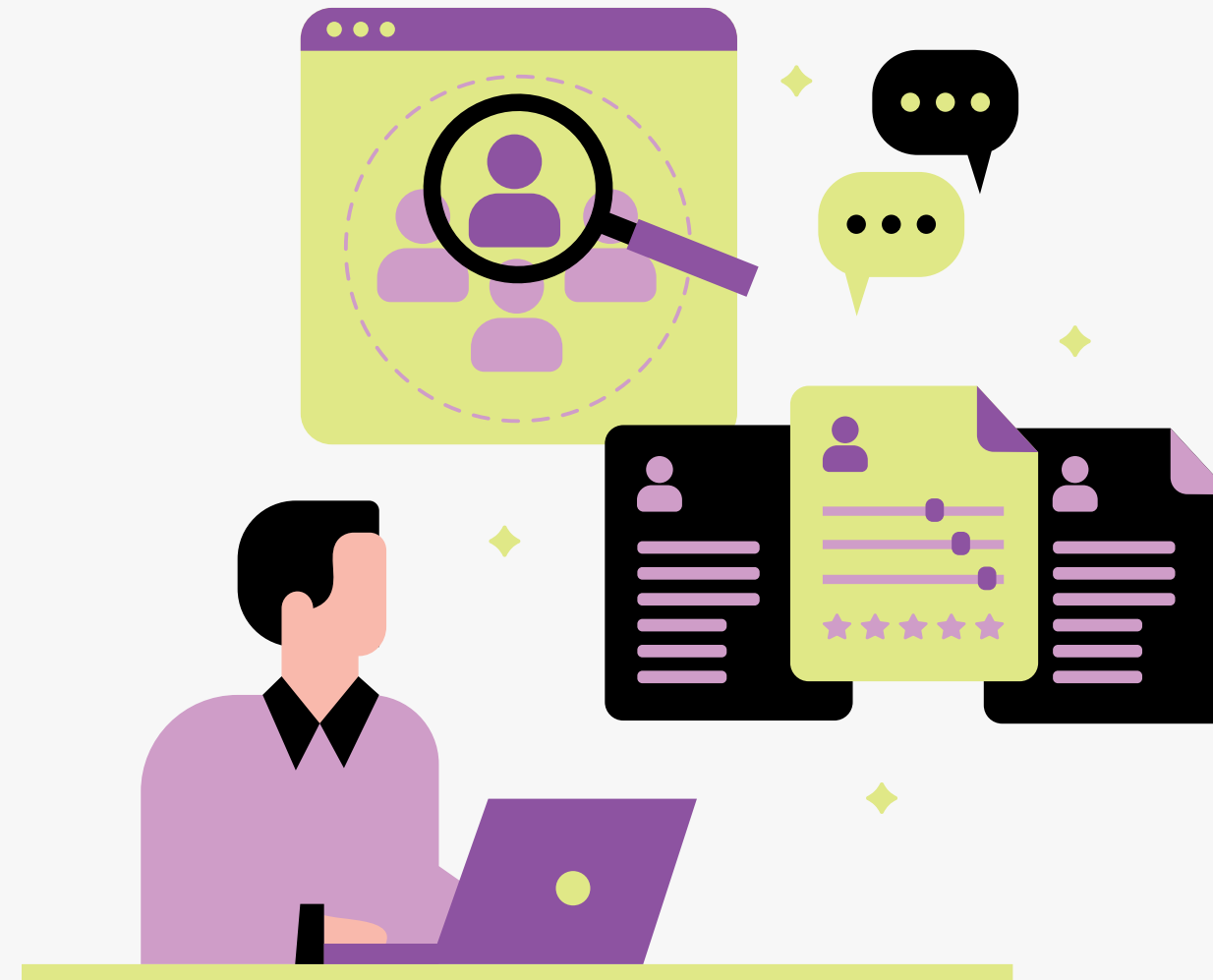
Follows candidate status end-to-end and schedules interviews without back-and-forth.

AI Reference Outreach

Sends the reference form, chases non-responses, compiles one summary.

Applicant Assessment

Runs structured skill assessments and shortlists with comparable, data-driven scores.



Simple Input. Zero Manual Work

- Role brief & JD basics
- CVs in any format
- Reference contacts
- Job criteria & headcount

Reliable Output

- ✓ Ranked, shortlisted candidates
- ✓ Ready-to-post JD
- ✓ Compiled reference summary
- ✓ Interview-ready pipeline

Bonus: Faster Time-to-Hire

- Fewer manual follow-ups
- Consistent screening criteria
- Full audit trail per candidate
- Works across branches & school types

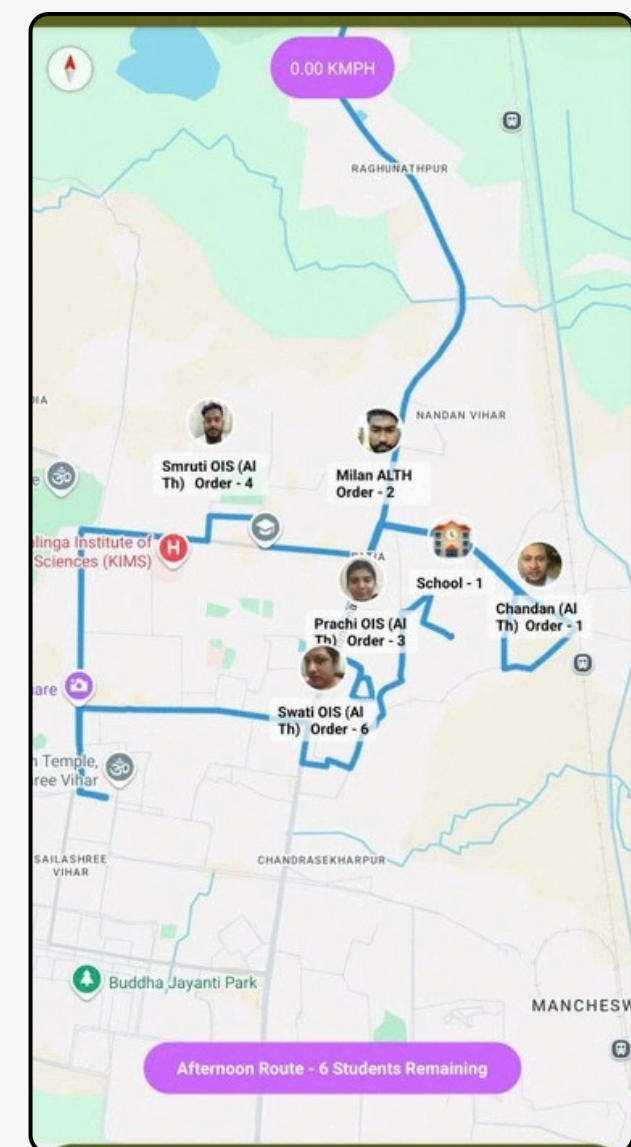
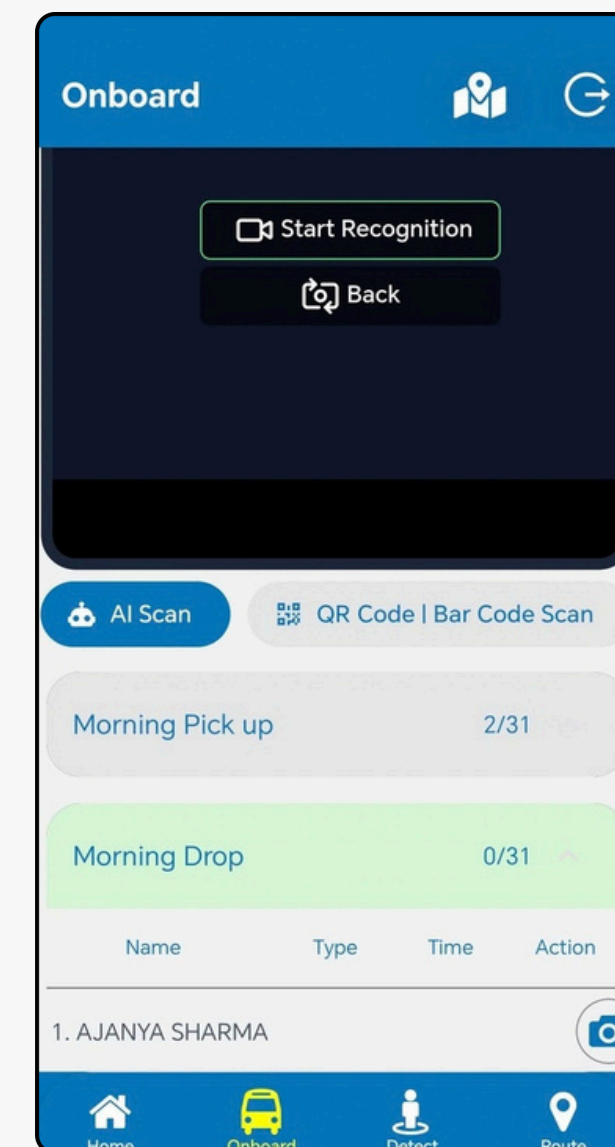
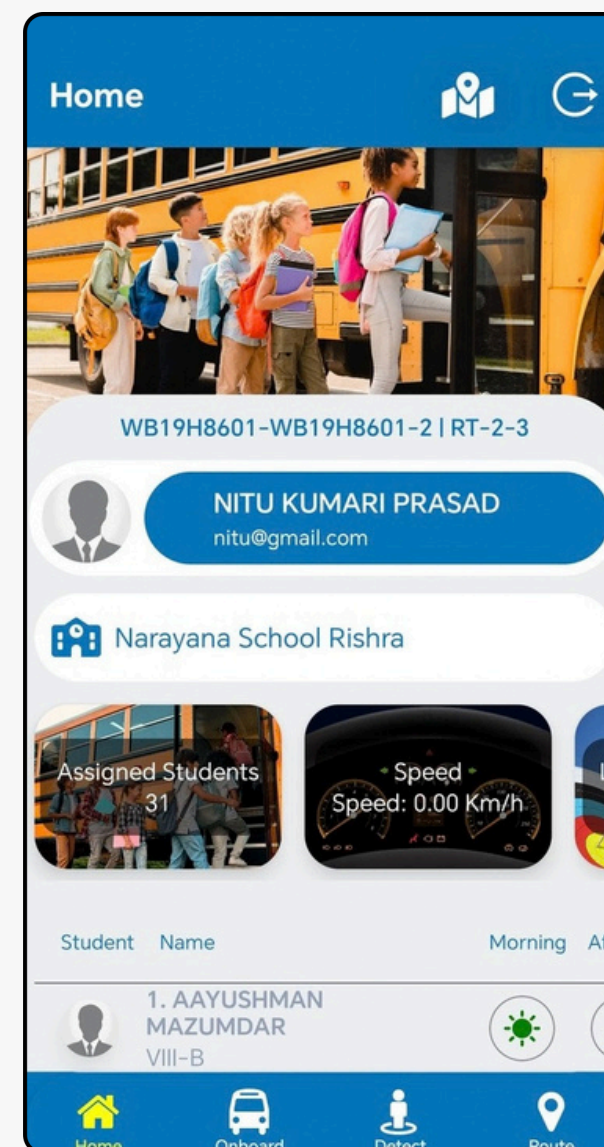


7

AI-Driven Transport System

Safety & Speed Combined

- **Real-Time Bus Tracking:** Live location of every vehicle for complete transparency.
- **Instant Pick-up/Drop Alerts:** Automated notifications when students board or de-board.
- **AI Face Recognition:** Auto attendance with high accuracy and enhanced safety.
- **Smart Routing & Speed Alerts:** Optimized routes and instant overspeed warnings for safer, faster travel.





8

Device-less GPS Tracking

The Future of School Transport



Device-less GPS Tracking

No hardware required—runs through any phone or tablet.



Instant Integration

Works seamlessly with attendance, transport, and monitoring modules.



Real-Time Location

Live tracking using built-in device GPS.



Zero Setup, Zero Maintenance

No wiring, installation, or AMC—ready from Day 1.



Highly Cost-Effective

No GPS boxes, SIMs, or repairs, reducing overall costs.



Future-Ready

Scalable, automated, and built for next-gen smart transport.



9

AI Face Attendance

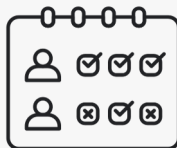
No Hardware Needed



Zero Hardware: Any phone, tablet, or laptop becomes a face-biometric device—no setup or maintenance.



Instant Face Registration: Quick, contactless one-time signup.



AI Auto Attendance: Detects faces instantly and marks attendance with high accuracy.



No API Dependency: Works fully within the platform—no external devices needed.



Future-Ready & Secure: Faster, cleaner, and more cost-efficient than traditional biometrics.





10

Personalised Video Report

A Beautiful Year-in-Review:

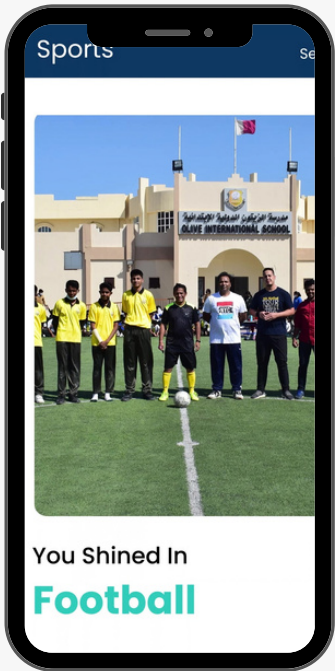
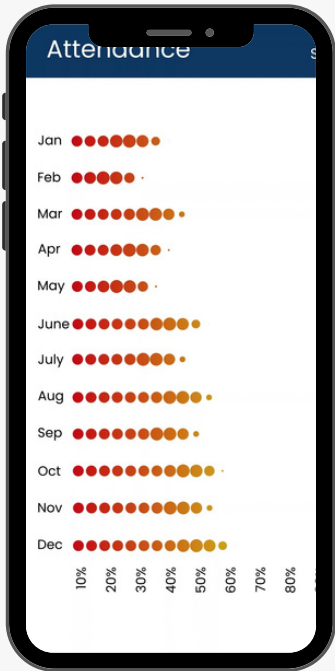
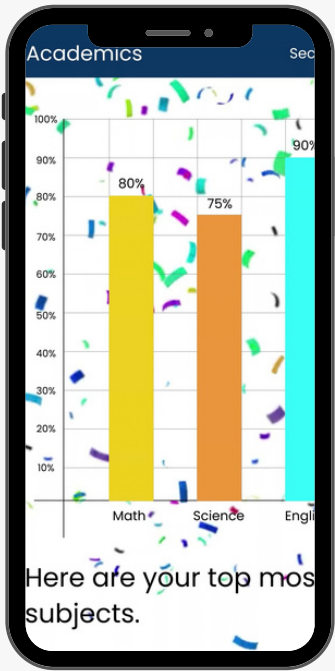
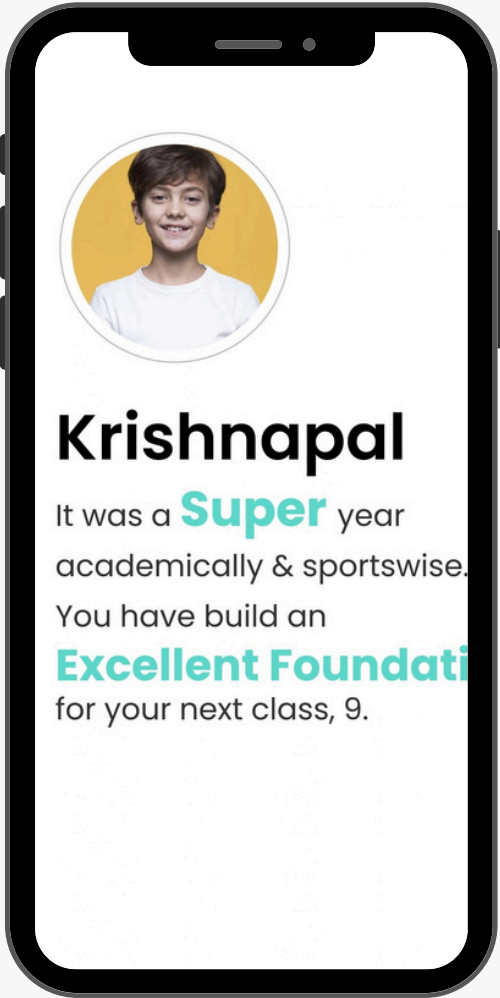
A perfect blend of information and emotion— turning data into a story parents cherish.

What the Video Showcases

- Academic performance
- Sports & extracurricular achievements
- Events & activities participation
- Teacher remarks & observations
- Overall progress & milestones

An entire year of achievements — beautifully captured in one personalised video.

- One personalised video per student
- Entire academic year captured in a single video
- Holistic progress view – beyond marks
- Covers Academics, Sports, Activities & Events
- Includes teacher remarks & insights
- Custom-made and exclusive for every child
- Easy for parents to understand & remember
- Emotionally engaging, visually impactful
- Perfect for result day & parent delight
- Turns data into a powerful storytelling experience



A truly holistic view of student development.



11

Student One Dashboard

A Complete 360° Profile in One Place:

A single point of access that brings together every aspect of a child's journey—simple, powerful, and complete.



Academic Profile: Grades, assessments, insights



Fee Profile: Dues, receipts, transactions



Teacher Remarks: Personalized feedback



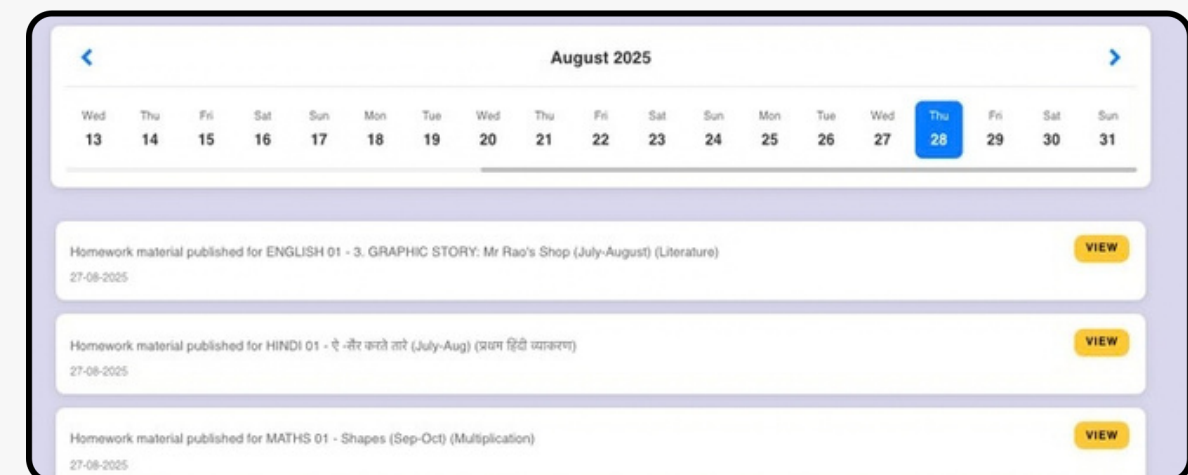
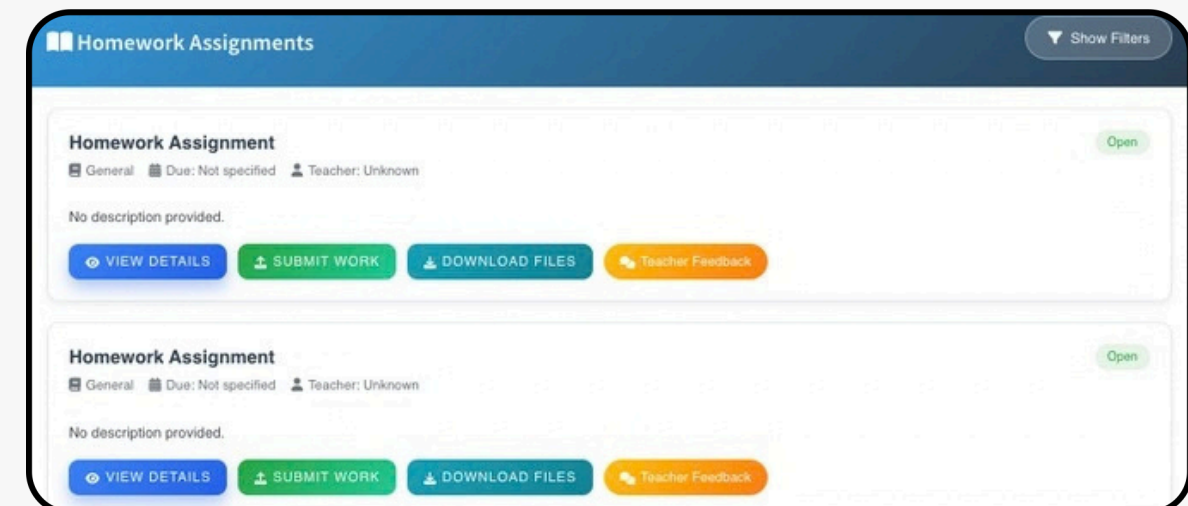
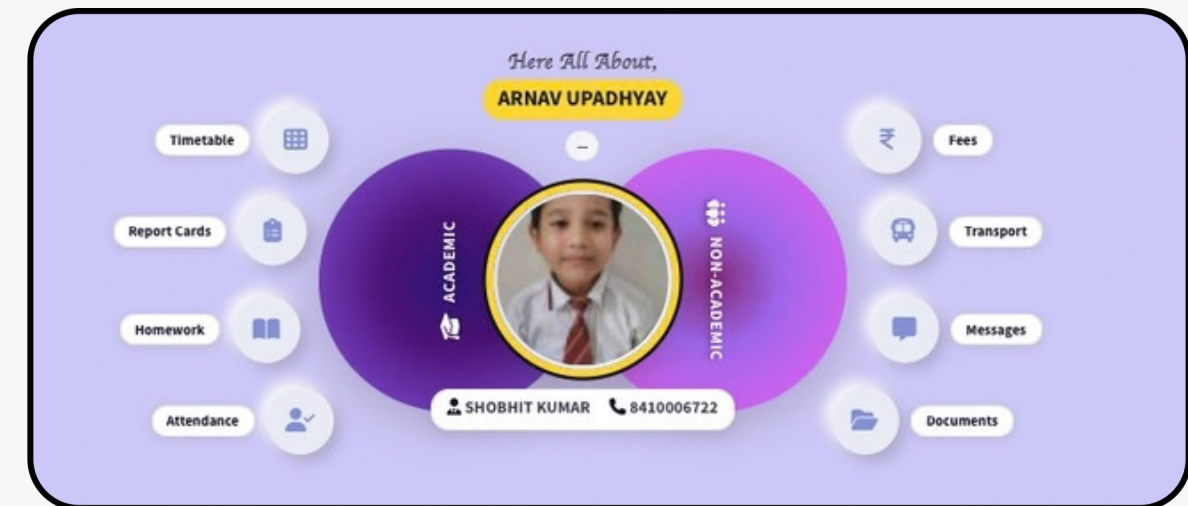
Attendance & Behaviour Logs



Health, Transport & ID Details



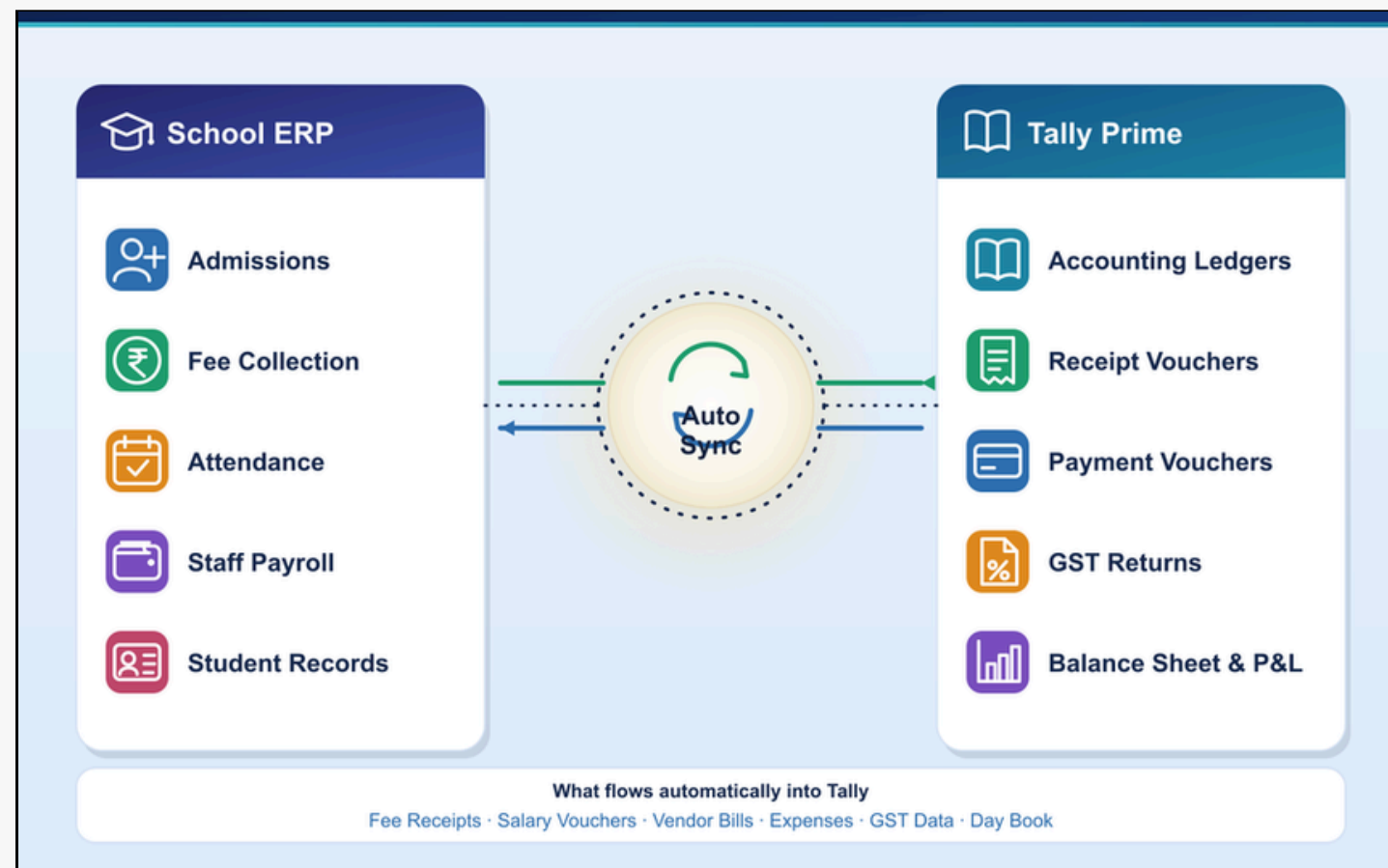
Extra-Curricular Participation & Achievements





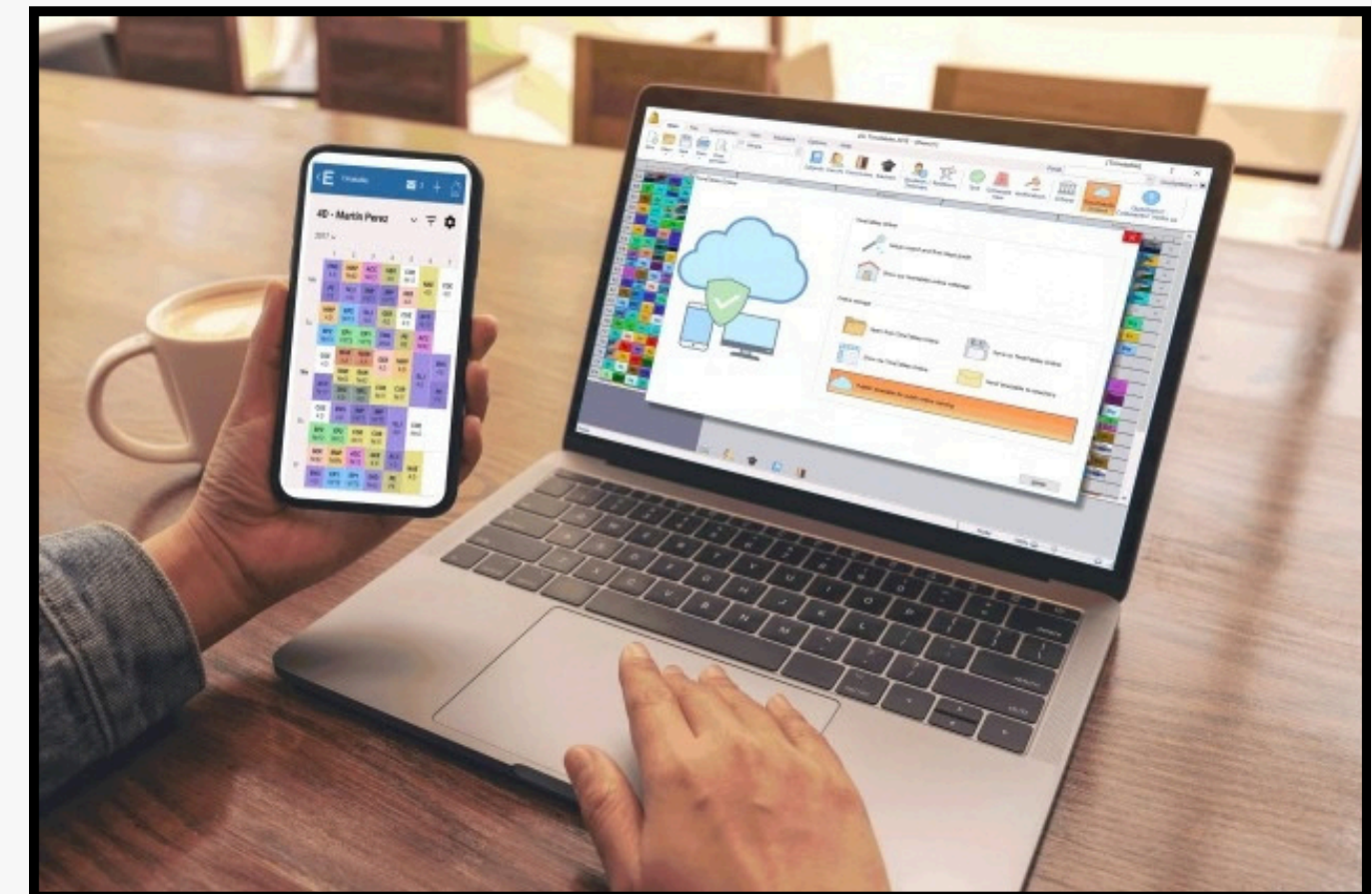
Tie-Ups and Integrations Partners

Trusted Tie-ups & Seamless Integrations with Industry-Leading Partners.



Tally Integration

Sync fee collections, receipts, and accounting data directly with Tally for accurate and hassle-free financial management.



ASC-Timetable Integration

Integrates with ASC Timetable to automatically import and synchronize class schedules, ensuring error-free timetable management.



13



Upgrade Your School Operations — What's New

From e-ticketing and grievances to dashboards, pre-approved SMS and batch reports — new modules to run your school smarter.

E-Ticketing

Turn every query into a trackable ticket.

- From raised to resolved — one organized digital queue.
- Raise it in seconds: Parents, staff and students log any query in one place.
- Routed to the right owner: Every ticket has someone responsible, so nothing slips through.
- Tracked to closure: Live status at every step, with the full history on record.





Upgrade Your School Operations — What's New

From e-ticketing and grievances to dashboards, pre-approved SMS and batch reports — new modules to run your school smarter.

Module-wise Dashboards

See every module, live, at a glance.

- Live insights for every module — with no manual reporting.
- A dashboard for every module: Fees, attendance, admissions, HR and more, each in its own view.
- Always live: Numbers update as the work happens, not at month-end.
- No reports to build: Skip the spreadsheets, because the insight is already there.





13

Upgrade Your School Operations — What's New

From e-ticketing and grievances to dashboards, pre-approved SMS and batch reports — new modules to run your school smarter.

Role-Based Access Control

Exactly the access each user needs.

- Nothing more, nothing less.
- Access by role: Principal, teacher, accountant and parent each see their own view.
- Sensitive data stays protected: Salaries, marks and records reach only the right people.
- Managed from one place: Grant, change or revoke access for a whole role at once.

SchoolBellQ

MODULES

☐ Overview

☐ Fees

☐ Admissions

☐ Attendance

☐ Examinations

☐ Transport

☐ HR & Payroll

☐ Library

☐ Helpdesk

ADMIN

☒ Roles & Access

☐ Settings

Pratibha AI

3 staff accounts haven't logged in for 90 days. Review their access?

Review access

NK

Neha Kapoor

Super Admin

Roles & Permissions

Decide who can see and do what — module by module

Roles7

CHChairman2 users

PRPrincipal3 users

ACAccountant4 users

CTClass Teacher86 users

STSubject Teacher124 users

TMTransport Manager2 users

PAParent3,112 users

Changes to a role apply to every user in it, instantly.

ACAccountant

4 users · Finance department

Scope: All campuses

MODULE	VIEW	CREATE	EDIT	APPROVE	EXPORT
Fees	☒	☒	☒	☒	☒
Admissions	☒	☐	☐	☐	☒
Attendance	☐ No access				
Examinations	☐ No access				
HR & Payroll	☒	☒	☒	☐	☒
Transport	☒	☐	☐	☐	☒
Library	☒	☐	☐	☐	☐
Helpdesk	☒	☒	☒	☐	☐
Reports	☒	☐	☐	☐	☒

☐

Sensitive fields hidden for this role

Student marks · Staff Aadhaar & bank details

+ New Role

Save changes

Users in this role+ Add

RG

Rakesh Gupta

Head Accountant · Main

☒

SR

Sunita Rao

Accountant · Main

☒

IK

Imran Khan

Accountant · North

☒

DJ

Deepa Joshi

Fee Clerk · North

☐

Recent changes

☒

Export enabled on Fees

Neha Kapoor · Today, 10:12 AM

☐

Imran Khan added to role

Neha Kapoor · Yesterday

☐

Examinations access removed

Principal · 22 Sep

☐

HR & Payroll: Edit enabled

Chairman · 18 Sep

Two-factor login

Required for this role

☒



Thank You



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