

SRP Partner Guidelines

Instructions & Terms

1. Lead Handling & Calling Timeline

- All leads added by SRP Partners will be contacted by the respective service branch office or Head Office calling team. If you have marked anything in the remarks for taking your name or not, it will be followed by the Canam team strictly.
- The standard Turnaround Time (TAT) for first contact is **within 1–24 working hours** of lead creation.

2. Accuracy of Lead Details

Critical Requirement

- The calling team strictly follows the remarks and details entered in the student profile.
- If multiple country preferences are mentioned, the student may receive calls from multiple destination teams.
- Therefore, partners must:
 - Enter accurate and relevant information only
 - Clearly specify student preferences
 - Avoid unnecessary or duplicate information

Important:

The **"Remarks"** and **"Best Time to Call"** fields are **highly critical**. These fields should be used carefully to guide the calling and counseling teams effectively.

3. Profile Building, Career Test / Assessment Enrolment

- If you want the student to be enrolled in:
 - Career Test Prep
 - Assessment Tests (e.g., Top Teen or similar programs)
- You must **clearly mention this in the Remarks section** while adding the student.

4. Service Quality Feedback

- If you are not satisfied with:
 - Calling quality
 - Counseling support
 - Overall service experience
- Please submit your feedback through the:

"Feedback on Services" section under the student profile

This ensures faster tracking and resolution.

5. Escalation Matrix

If your concern is not resolved at the initial level, please escalate as per the hierarchy below:

Level	Role	Email
-------	------	-------

Level 1	SRP Service & Quality Officer	☐ am.srp@canamgroup.com
Level 2	Head of SRP	☐ srp1@canamgroup.com
Level 3	AVP – Operations	☐ operations@canamgroup.com

6. General Terms & Conditions

- Any existing lead with an alternate number will not be assigned to your account. You can contact SRP Account Manager (77173 07195) or your base branch if you face any difficulty adding leads in the SRP portal.
- SRP Partners are responsible for providing genuine and verified student information.
- Misleading, incomplete, or incorrect data may impact:
 - Student experience
 - Conversion rates
 - Service delivery timelines
- Repeated negligence in data quality may lead to **restricted access or review of partnership terms**.
- All communication and coordination should follow official channels only.
- Bulk Upload is strictly not allowed.

7. Best Practices

Recommended

✓ Always:

- Add accurate & complete student profile details
- Mention clear intent (study, test prep, etc.)
- Use remarks to guide the team (e.g., urgency, budget, intake preference)

☐ Avoid:

- Duplicate lead creation
- Vague remarks like "call student" without context