



Your customer is doing everything he can  
to ensure a glorious future for his child.

Here's how you can contribute to it.





## What is your customer doing right now?

If your customer is a parent, you know for a fact that every move that he makes – including reaching out for your brand – is directly or indirectly impacted by a far-reaching thought. A thought that is single-mindedly focused on securing his child's future.

Research has proved beyond doubt that successful children make happy parents. And happy parents, in turn, are able to bring their children up better. Researchers at the University of Newcastle in the UK studied more than 17,000 men and women over the course of 50 years, from childhood to adulthood. They found that those who had spent a lot of time taking part in activities with their parents were more likely to score highly on IQ tests, excel at work and have a higher social status.

*Thus, parents who use more hands-on parenting skills when raising their children increase the chances that their offspring will succeed in their career and have a higher IQ.*



## How can you help your customers offer the perfect launchpad for their children's future?

Here's a great opportunity to offer your customers a revolutionary product that will add profound value to your customers' lives and endear your organization to them forever.

361DM, a research and technology driven learning and education company, is proud to present to you a revolutionary customer engagement system that is expertly designed based on globally scientific principles of child development - 361°FamilySchool.

361°FamilySchool, a *first-of-its-kind* parent-child development program packs in a powerful battery of features and benefits for parents and children. In short, features that will surprise and benefits that will delight them like never before!

## 361°FamilySchool – learning with fun and family

361°FamilySchool is a virtual school at home where the parent and the child can spend quality time together. More importantly, the child experiences, discovers and learns new interesting things that a school may never touch upon, in an environment that a school can never replicate.



## How does the customer benefit?

While 361°FamilySchool is a great educational aid for the child, shaping his/her learning skills and cognitive abilities, it also facilitates the unique experience of a parent and child sitting together and learning, the fun way.



In addition to feeling 'specially' treated and cared for by your company, your customers will also enjoy key benefits:

- Great educational aid for children, shaping their learning skills and cognitive abilities, and building a strong career base
- Unique experience of a parent-child sitting together and learning, the fun way, resulting in enrichment of parent-child relationship
- Greater awareness amongst parents about their children, thus honing their parenting skills too

## How can you benefit from this initiative?

361°FamilySchool offers you a great opportunity to create a strong market differentiator that can result in increased brand loyalty. You can enjoy the first mover's advantage through an innovative customer engagement strategy.

This is very significant because organizations that innovate in their customer relationship management will be perceived by customers as innovative across all their activities.

It offers a tremendous price-value-scale proposition to you – you can give all your customers immense value at a low cost, and accomplish this in a large scale.

## About 361DM

361DM is a research and technology driven organization that works in the area of Learning & Education, developing innovative & inventive solutions for Corporates, Governments, Educational Institutions and Academic Service Providers. The company was founded in 2006, by people with over a decade of rich experience in the learning and education field.

Mr. Satya Narayanan, Founder and Chairman of the Career Launcher group is in the board as their meta-founder.

To find out how you and your customers can get the best out of 361°FamilySchool, please contact us at [ram@361dm.com](mailto:ram@361dm.com) or at +91 98842 07971. To know more about us as a company, please visit [www.361dm.com](http://www.361dm.com).