



## Overview

### Business Objectives

Alpha Omega Education wanted a software system that logged, collated and tracked the outcome of its various interactions with its students or their parents. The system needed to facilitate timely invoicing, record payments and, manage student, teacher & classroom timetables. The system had to centralise all information, simplify and speed up enrolment processing and allow for detailed reporting in relation to student turnover, marketing activities & revenue.

## Solution Platforms / Technologies

Microsoft Dynamics CRM

### Benefits

- Better invoicing and payment management has led to improved cash-flow.
- Automated communications, streamlined enrolment and learning services have reduced admin tasks and enhanced customer relations.
- Reliable and comprehensive student, teacher, classroom, marketing, and revenue data, enhance management decision-making.

“ *Who knew that adding more structure to data could increase flexibility?* ”

Alpha Omega Education (AOE) is an after-school-hours tutoring and coaching service provider. It provides a number of classes for a diverse group of students - aged 4 years old and above, ranging from pre-kindergarten to Year 12 levels.

Trading since 1999, Alpha Omega Education is a well-established organisation, which has multiple centres across Sydney. It relies on a philosophy which partners teachers, parents and students, to empower children to achieve or exceed academic goals or expectations.

With a key goal of creating a fun, interactive and engaging learning environment; and a commitment to providing honest, efficient, and quality services; Alpha Omega Education is a very customer-centric company. It is highly sensitive to customer perception, and hence values any investments that can channel more energy and effort towards making customers happy.

### Delays & Disruptions Due to Distant, Disjointed and Disorganised Data

Prior to implementing the Empower CS, CRM-based, Student Management System, Alpha Omega Education used a series of excel sheets to document the outcome of their daily operational and sales functions.

Dispersed across different sites, centre managers often replicated a range of administrative tasks and processes associated with their customer-facing roles. They then had to remotely connect to a server at head office in order to share information with upper management.

Data from each centre was independently uploaded, often fragmented, susceptible to human error or miscalculations, and required substantial review, manipulation, or processing before information could be used in business decision-making.

This resulted in a number of delays and disruptions to regular business activities, including: marketing/sales,

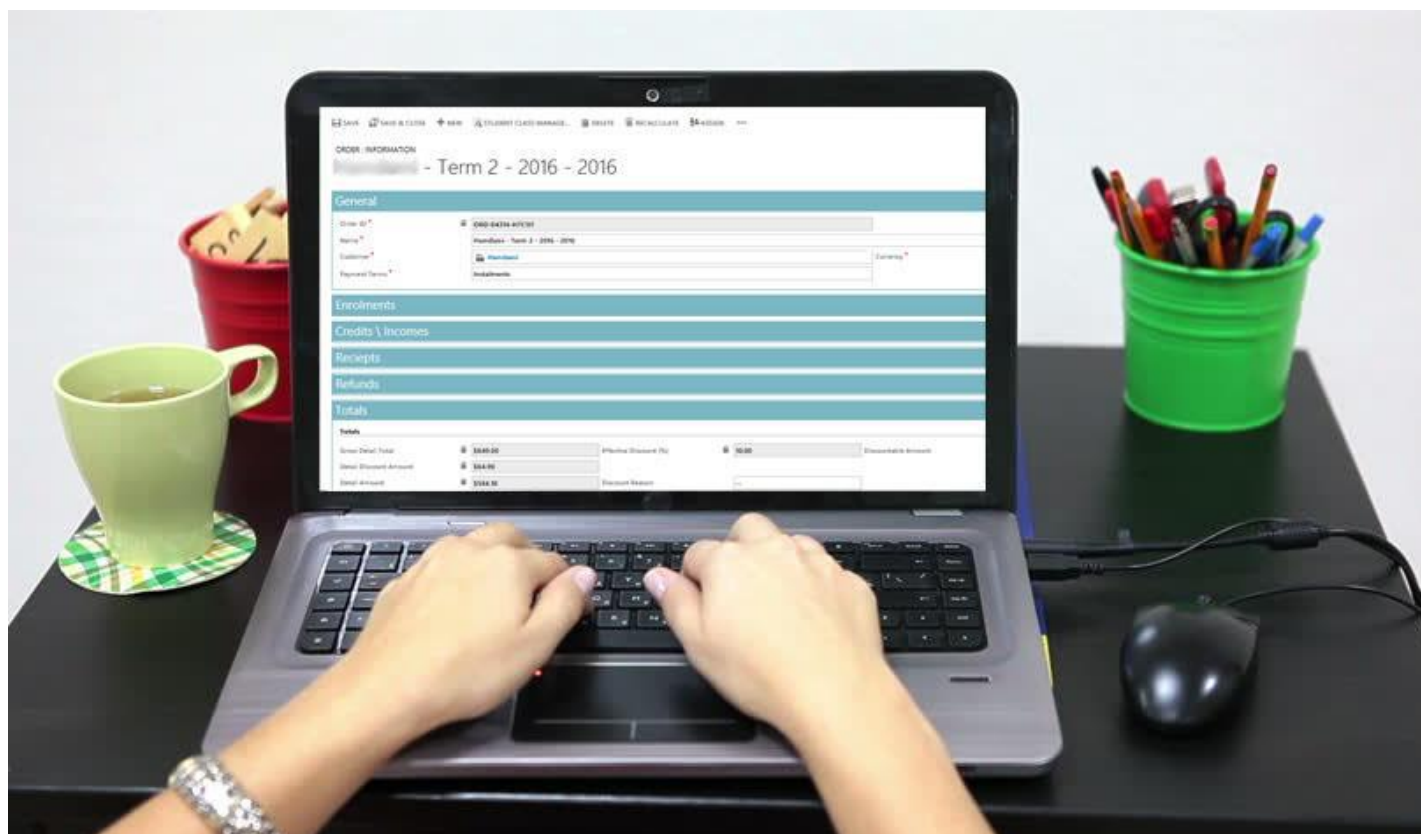
retention/recruitment activities. It also affected strategic planning, revenue assessment and forward-financial-forecasting.

In real terms, delays and disruptions resulted in less than optimal handling of: customer enquiries, student enrolments, student exit surveys, timetable creation, class/teacher management and invoicing/payments.

Alpha Omega Education considered a range of commercial off-the-shelf software packages but could not find anything that met their specific needs. They needed a system that was customisable and robust.

The system had to enable easier enrolment and faster responses to customer enquiries. It also had to reduce data clutter, minimise admin time and support real-time business intelligence and reporting.

### Microsoft Dynamics CRM Organises & Centralises Data, Reduces the Admin Load & Allows Resources to Refocus



### CRM Based Student Management System Solves Data & Admin Troubles

Empower CS recognised that manual administrative inefficiencies and human resource limitations were contributing to delays across several business sectors at Alpha Omega Education.

An assessment of the problem situation revealed that delays were mostly due to: the number and nature of different tasks; the restricted time employees had to perform these tasks and; the inter-dependencies that existed between tasks and employees that did them.

Empower CS realised that the delays and associated disruptions could be reduced by automating repetitive procedural elements and freeing up human resources so that they could focus more on customer-facing, relationship building and customer service roles.

The new CRM based Student Management software was designed to assimilate various business functions, streamlining: student enrolment, time-tabling student/parent communications, payments, marketing activities, customer service, and product visibility.



### Added Speed and Simplicity Drives Service Development

The Empower CS Student Management System addressed all the concerns and; desirable outcomes, raised by Alpha Omega Education – making workflows and operations more quick, simple and efficient.

Automated admin and data transfer tasks increased the accuracy and integrity of business information including: student records, enquiries and enrolment statistics, and invoicing/payment logs. Improved access to such data improved internal transparency.

Internal transparency was in turn utilised to increase customer visibility by way of special software features that enabled customers to request and view the total enrolments for their child/children/family, amounts paid or owing, and make class changes accordingly.

The client was ultimately able to: significantly reduce time spent on admin tasks, put downward-pressure on staffing, refocus existing staff towards sales and customer service, improve invoicing and cash-flow, and use reporting tools to guide future business decisions.

“ *Using the Student Management System saves Alpha Omega Education 20 hours per fortnight in Operational activities alone. We can't believe how we ever worked without it.* ”

### About Us

Empower CS is an Australian owned and operated company that provides software services to medium and large sized organisations across Australia.

As a Microsoft Gold Partner, we specialise in scoping and delivering Microsoft based solutions using Microsoft Dynamics CRM, Office 365, SharePoint, Business Intelligence and SQL Server.

Our engineers are tertiary qualified with many years of experience at reputable national companies.

### For More Information

Call us on 1300 797 888

And ask to speak to one of our Microsoft certified professionals.

