

CRM-based Student Management System solves data and admin troubles

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

THE CHALLENGE

Delays and disruptions due to distant, disjointed and disorganised data

Alpha Omega Education recorded its daily operational and sales activity in a series of Excel sheets. Centre managers, dispersed across sites, replicated administrative tasks and then connected remotely to a server at head office to share information. Data was uploaded independently from each centre, often fragmented and susceptible to human error, and needed substantial review before it could inform decisions.

THE SOLUTION

Microsoft Dynamics CRM organises and centralises the data

Off-the-shelf packages could not meet their needs, so we built a customisable, robust system. Automating the repetitive procedural work freed people to focus on customer-facing roles. The CRM-based Student Management System brought these functions into one place:

- ▶ Student enrolment
- ▶ Student and parent communications
- ▶ Marketing activities
- ▶ Timetabling
- ▶ Payments and invoicing
- ▶ Customer service and product visibility

THE RESULTS

Added speed and simplicity drives service development

Automated admin and data transfer improved the accuracy of student records, enrolment statistics and payment logs. That transparency also increased customer visibility: parents can view total enrolments for their family, see amounts paid or owing, and make class changes accordingly. Alpha Omega Education cut admin time, refocused staff towards sales and customer service, improved cash flow, and now uses reporting tools to guide business decisions.

THE CLIENT

Alpha Omega Education



An after-school-hours tutoring and coaching provider, running classes for students aged four and above, from pre-kindergarten to Year 12. Trading since 1999.

Industry: Education and tutoring
Locations serviced: Multiple centres across Sydney

BUSINESS BENEFITS

- ▶ One centralised system across all centres
- ▶ Faster responses to enquiries
- ▶ Improved invoicing and cash flow
- ▶ Real-time reporting

"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."

ALPHA OMEGA EDUCATION
CLIENT TESTIMONIAL

Talk to us about a system built around how your business actually works. Call 1300 797 838 and ask to speak to one of our Microsoft certified professionals.

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