



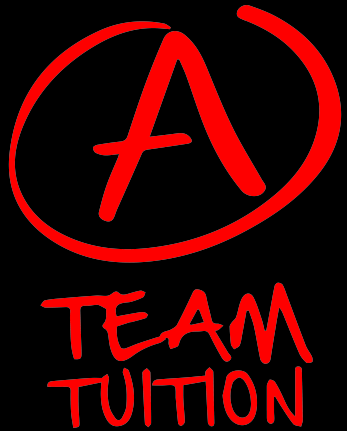
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O | OUT
IN THE
CLOUDS

A TEAM TUITION

Customer Success Story





INDUSTRY:

Education

PRODUCTS DEPLOYED:

Salesforce Maps, Service

Cloud, Salesforce

Community, Pardot, Digital

Engagement, Inbox

COMPANY PROFILE

LOCATION	Gold Coast
EMPLOYEES	16 Full-Time, 156 all up including tutors
COMPETITORS	Kip McGrath, Scooter Tutor, 1300 Home Tutors, Number Works 'Words
SERVICE	Tutoring Services for K - Tertiary Students
BUSINESS MODEL (B2B, B2C OR BOTH)	Both

COMPANY OVERVIEW

A Team Tuition is a tutoring service located in Queensland with Headquarters in both the Gold Coast and Brisbane.

They provide tutoring services to students from Kinder to Tertiary level across a range of disciplines.

There are 16 full-time employees and 156 staff members all up including all tutors.

To find out more, visit:

<https://ateamtuition.com/>

THE CHALLENGE

The challenges presented at the beginning of the journey with A Team Tuition was that there was too much time being spent on admin, especially when matching tutors to students as there are multiple factors to consider such as expertise, availability and proximity. None of the 3 systems they had in place talked to each other and worked together, only Timely and Xero talked to each other.

The following were the challenges set to be addressed by our team at OUT IN THE CLOUDS:

1. Matching tutors to students and setup time for students
2. Tutor accountability and engagement
3. Payroll (it was a manual process and therefore time consuming)
4. Transferring information and data corruption (64,000 pieces of data)
5. Student Grades and Improvements

SOLUTION DETAILS 

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Previous technology replaced by Salesforce:	Infusionsoft, Spreadsheets and Timely
Salesforce products deployed:	Salesforce Maps, Service Cloud, Salesforce Community, Pardot, Digital Engagement, Inbox
Customer Business Model (B2B, B2C or both):	Both
Salesforce Product features:	Lightning Migration, Deployment, Sales Optimisation, Flows for Recurring Appointments, Process Builder for Email and SMS Notifications, Custom Object Calendar
If using other Clouds, list use case	Service Cloud, Community Cloud, Pardot
Integrations:	Xero Integration using Breadwinner
App Exchange Apps/Partners:	Breadwinner for Xero Integration
Solution 'Go Live' date:	6th of December 2019



THE RESULTS

What advantages have you seen as a result of using Salesforce?

- Clarity of information on customers, NO Customer is forgotten now
- Insights and business reporting, able to track things.
- Transparency and flow in the system.
- Matching of tutors and cross-checking traffic for travel times
- Significant drop in request to change tutors due to an improved matching process.

What tangible ROI's have you experienced as a result of using Salesforce?

- Clients are not being forgotten and making more money with 5% more clients retained.
- Ability to be scalable and now looking to go to 240 Tutors.
- Time to match a tutor to student reduced by 96%.

Generally, how you are currently using or benefitting from Salesforce?

- Salesforce is helping A Team Tuition become more customer centric by better connecting with them, serving their ongoing needs and Tutors can now focus on what they do best which is connecting with the Students.

5%  More clients retained.

96%  Reduction in time spent matching tutor to student.

CLIENT TESTIMONIAL 

CLIENT **TESTIMONIAL**

“ We’ve had the Salesforce system in for 5 months now, we went ahead with OUT IN THE CLOUDS around September last year so we put a lot of pressure on these guys to turn around very, very quickly and they did! They delivered fantastically, the system is actually far beyond my expectations and I had some high expectations. It’s well worth it if you’re looking to really scale and get that integrity and those insights. So we’re going to be using the system now to go from 200 tutors to 5000 in 5 years, and so far it’s [Salesforce has] definitely been a key piece of that puzzle. We’re matching tutors in under a minute now. We’ve gone from 30 minutes to under a minute! ”

Hayden McEvoy
A Team Tuition CEO





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THANK YOU!

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