



FIND YOUR GROWTH PARTNER

CI SaAustralia

2022

**MM+ Implementation Partner
of the Year ANZ**



BY OUT IN THE CLOUDS



**APAC Partner
of the Year
Awards 2021**

A person with long dark hair, wearing a dark long-sleeved shirt and dark pants, stands with their back to the camera on a mountain trail. They are wearing a bright yellow backpack. The background features a vast mountain range under a soft, hazy sky at sunset or sunrise. The sun is low on the horizon, creating a warm, golden glow. The mountains are silhouetted against the light sky, and the foreground shows a path leading into the distance.

Creating Opportunities *Changing Lives*



cisaustralia
Study | Intern | Volunteer Abroad

Company Overview

CISaustralia provides university students with innovative, high-quality, short-term overseas study, intern and volunteer experiences for academic credit while encouraging global awareness, inspiring personal growth, and developing engaged world citizens.

Established over six years ago, CISaustralia has provided over 4000+ students with unparalleled global learning, cultural immersion and new educational experiences abroad. The company boasts 30+ international locations and offers 70+ study, intern and volunteer programs run by a dedicated team of passionate educators and travellers.

LOCATION:

Ashmore, Queensland

PRODUCTS:

Service Cloud

Experience Cloud

INDUSTRY:

Education

ADD ONS:

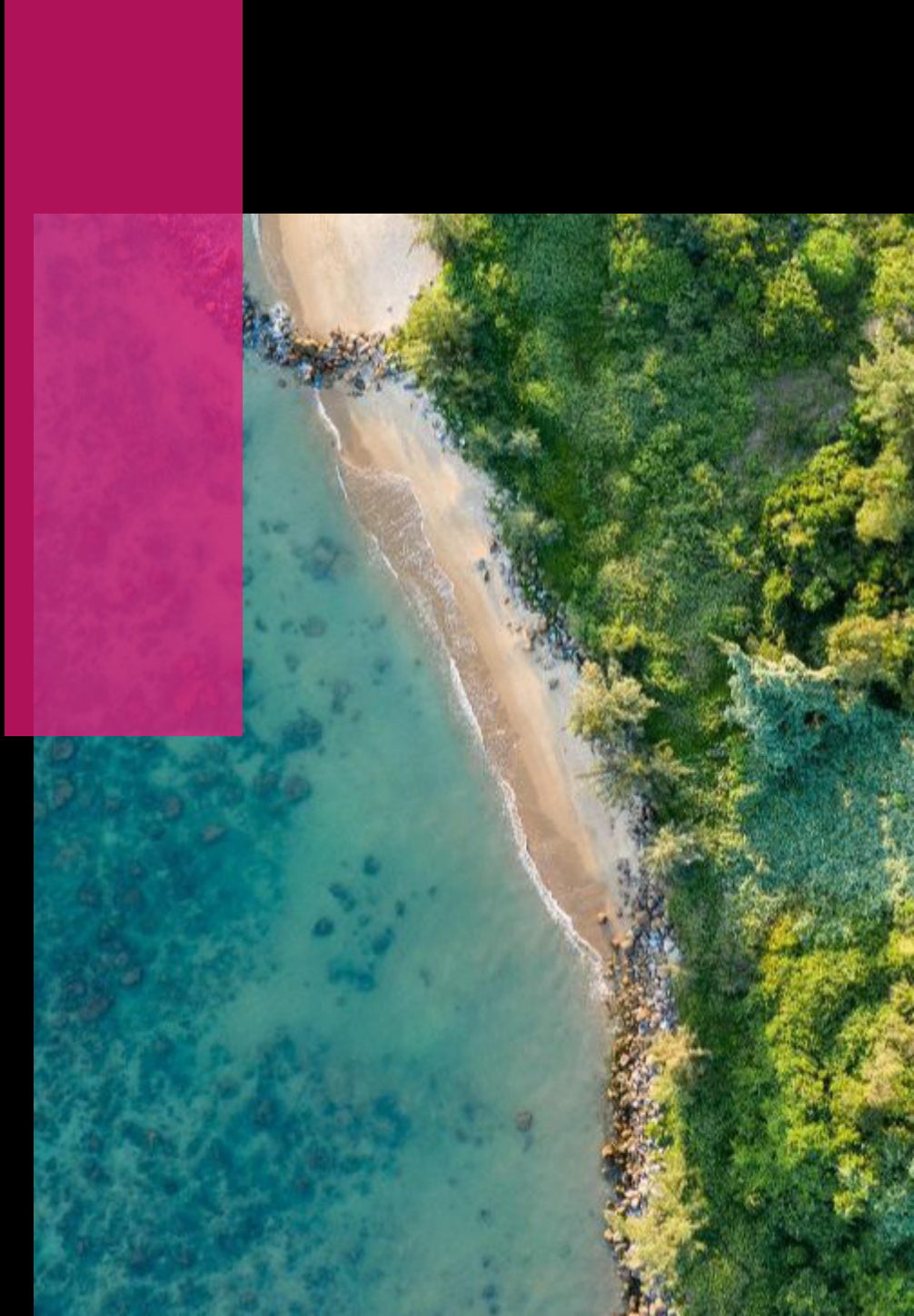
Digital Engagement, Integration with Xero,

Integration with Mailchimp, Salesforce Inbox

The Objective

CISaustralia engaged OUT IN THE CLOUDS to implement a Salesforce instance to help drive and advance their business growth. They required a central system to help automate internal processes, eliminate task repetition and improve the workflow for their team.

They wanted a reliable solution to help deliver quality experiences for their current and future students across the globe. Most importantly, the team wanted a Salesforce growth partner to help navigate them into the next phase of business while offering ongoing support and trusted advice.



The Challenge

Before partnering with OITC, CISAustralia explored an alternate customised CRM option to help move away from excel spreadsheet management; unfortunately, that customised CRM failed them.

The system repeatedly stopped working and became unreliable, a detriment to business growth and employee and customer experiences; it lacked the reporting capabilities needed and a transparent process of tracking student correspondence,



The Solution

- Digital Engagement solution has significantly improved communication for students. For example, Students now receive SMS alerts during their onboarding process.
- Experience Cloud has improved the overall visibility of their customer's journeys. The team can readily view and track as students complete their applications. It allows full visibility of students' travel in one central place where they can quickly obtain the information they need before, during and after travelling.
- Service Cloud Setup has enabled the team to service and communicate with students more efficiently and collaboratively.
- Enhanced workflows with the successful integration of Mailchimp with Salesforce.
- Improved internal processes with the successful integration of Xero with Salesforce.



The Results

- Working with an experienced Salesforce partner like OITC, the CISAustralia team confidently examined their internal processes with OITC and presented the right Salesforce products that would enable the business to grow and thrive.
- The implementation of Salesforce increased our workflow efficiencies by 30% - 40% pre-covid; this is expected to rise in a post-covid climate.
- Huge advancements in how CISAustralia team members engage with users regardless of where they are in their customer journey.
- The CISAustralia team can now confidently provide personalised experiences to students based on their travel, overseas study, internship and volunteer experiences.
- The project was completed within a strict timeline; all milestones were met successfully.





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“We’re super impressed with OITC from pre-rollout to post-implementation. They did a fantastic job. They didn’t just walk away; the team have stayed with us for over three years, with ongoing support - which is why we continue to add to our Salesforce capability with OITC.”

- Brad Dorahy – Founder and Executive Director CISAustralia.

FIND YOUR **GROWTH** PARTNER

CONTACT US WITH ANY AND ALL QUESTIONS, QUERIES
OR DREAMS YOU MIGHT HAVE.



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THANK YOU



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