



FIND YOUR GROWTH PARTNER

Careerhouse

CUSTOMER SUCCESS STORY

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



BY OUT IN THE CLOUDS



**APAC Partner
of the Year
Awards 2021**



COMPANY OVERVIEW:

Careerhouse offers online, industry-relevant short courses. Providing students with a holistic, practical, and hands-on approach to learning. They carefully select and partner with industry-leading educators and learning institutions to make relevant, practical, and interactive courses available. Enrolling students from all over Australia, whether they are looking to upskill, transition to a new industry, start their own business or take their hobby to the next level, Careerhouse help take them there.

LOCATION:

Melbourne, Victoria

INDUSTRY:

Education

LIST OF PRODUCTS:

Pardot & Salesforce (Service and Sales Cloud)

3CX integration

Breadwinner (Xero Integration)

Formstack (Document Generation & Sign)

PRODUCTS:

Salesforce Build & Pardot Build



Careerhouse engaged OUT IN THE CLOUDS to implement a Salesforce and Pardot instance to help drive and advance business growth, to efficiently support the increasing number of staff and the volume of student enrolments. In addition, they required a solution to help deliver quality online courses, personalised customer experiences, and a central platform to record their end to end sales process effectively.

THE CHALLENGES:

As a start-up, Careerhouse understood efficiency would be fundamental to their growth and expansion. They wanted a central platform to support their growing customer base and an intuitive marketing tool to sell smarter by leveraging student and prospect insights to deliver the right communication, to the right prospect, at the right time.



SOLUTION DETAILS:

- Implement Pardot so that they could manage leads from multiple lead sources and track their marketing ROI
- Use Pardot Forms and Form Handlers to manage leads when the same person makes multiple enquiries so that it results in. growing customer profile, not a growing list of duplicates
- Omnichannel is used to distribute leads and cases to the best-suited sales agents.
- The capability to add a course to a Person Account to track and report on things purchased
- Breadwinner provides the ability to invoice directly from Salesforce once a student has purchased a course
- Staff can now build multiple reports to track leads, accounts, courses sold, trending courses and student issues
- Successful integration of Outlook with Salesforce
- Successful integration of Formstack allows staff to feed data into digital documents and collect e-signatures

RESULTS

- Increased efficiency has improved administrative processes allowing management, course advisers and student support to maximise their output by reaching more customers and providing a greater level of service. **Without an automated process, we predict our turnover would have resulted in a 50-60 per cent loss in 2021.**
- **The power of data is unquestionable.** The comprehensive view of leads and opportunities allow the team to inform stakeholders on key metrics. Presenting them with granular data and specifics to improve business performance.
- Employees have noticed the **ease of managing customer data, inquiries, and interactions** - thanks to the automation of lead status, call notes, and follow-up queries.
- Quick responsiveness to evolving customer demands. **Salesforce and Pardot have allowed for easy management** of customer communications from enrolment through all touchpoints until they complete their course.
- Salesforce is a vital component of their sales funnel. Staff can now **expertly manage prospects and existing customers** with great care and clarity when needed.
- Personalised marketing based on customer behaviours. The Sales and Marketing team can now see who engages with their emails, blog posts, and website and create a **more personalised student experience** based on accurate insights and data.

SOLUTION

SPECIFIC RESULTS:

50-60% better customer retention with Salesforce

Salesforce has allowed for a **significant ROI** in 2021

It was **increased efficiently** for staff when needing to engage with a large volume of students.

360 view of the customer journey has increased enrolments.

Time-consuming manual tasks have been **eliminated**.

Insight and complete overview of a **students history**

A spiral-bound notebook with a calendar grid is open on a blue wooden surface. A red pen with silver accents lies diagonally across the notebook. The calendar shows Thursday the 8th, Friday the 9th, and Saturday the 10th. The text is overlaid on the notebook page.

“OITC was exceptional, the ultimate professionals and very detailed in their SOW, build, delivery and training.”


David Cannizzo – CEO of Careerhouse

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

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THANK YOU



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