

# How Agora Cyber Charter School Saved 15 Hours Per Month for Every Enrollment Employee with ClickDimensions



## Case Study



### Agora Cyber Charter School

Agora Cyber Charter School, established in 2005, is an online public school for Pennsylvania students in kindergarten through 12th grade. Agora's rigorous curriculum is taught by Pennsylvania certified teachers trained to provide virtual instruction in real time and are focused on providing all students the educational resources and skills needed to become successful lifelong learners.

### Key Outcomes

- Significant time savings for each of their enrollment team members
- Easily trackable leads have allowed for increased marketing effectiveness
- Eliminating manual processes has decreased human error and fatigue
- Increased event attendance through personalized communications

As the Marketing Cloud for Microsoft Dynamics™, ClickDimensions has helped organizations around the globe redefine how they work, attain results and drive continual improvement. Agora Cyber Charter School has been a ClickDimensions customer since 2019.

### Challenge

Agora Cyber Charter School utilized a well-known email marketing platform that fell far short of their needs in terms of features and functionality. In addition, without integration to Microsoft Dynamics, their marketing technology left them reliant on many manual processes. Excel spreadsheets filled with marketing and contact data meant some of their processes were cumbersome and inefficient, their audience insights were incomplete, and their marketing efforts were not as effective as the team knew they could be. Their enrollment team's productivity and ability to reach their potential suffered as well without integrated CRM and marketing technology that enabled a single view into the customer journey.

### Solution

Knowing that they needed to make a change in their marketing technology if they wanted to utilize their leads effectively and grow the school's enrollment, the Agora Cyber Charter School team started a search that would ultimately span more than two years. When their exhaustive search was done, the ClickDimensions marketing automation application emerged as the clear winner among both marketing and IT stakeholders. With native integration to Microsoft Dynamics, they knew that ClickDimensions could eliminate many of the frustrations, bottlenecks and inefficiencies that they had experienced with their previous non-integrated technology.

### Results

Once they implemented ClickDimensions, Agora Cyber Charter School realized short-term benefits almost instantaneously, with streamlined processes and increased efficiency. Ultimately, their use of ClickDimensions saved the school 15 hours per month for each of their enrollment concierges, allowing them to focus on efforts that would directly impact enrollment numbers instead of more administrative tasks. Even with many different lead sources and avenues to enrollment, thanks to ClickDimensions' native integration with Microsoft Dynamics, the Agora team has visibility into all the leads in one place. This, along with the robust marketing tools available in the ClickDimensions marketing automation platform, has allowed them to reach more people and increase attendance at their open house events, which are a significant driver of enrollment. In addition, the school's enrollment concierges utilize features like SMS marketing and campaign automation within ClickDimensions to maintain a steady cadence of communications with their audiences. And with the ability to create more personalized emails, Agora Cyber Charter School is better able to connect with and convert those who are interested in the school.



*"We reach so many more people than we did prior to implementing ClickDimensions and are so much more effective at converting them. Our use of ClickDimensions has also alleviated a huge strain on our team, eliminating so many of the manual processes that bogged them down and prevented more important work being done. And with robust reporting capabilities, we are able to easily see the areas of greatest impact in our marketing efforts. We consider ClickDimensions to be absolutely essential to our success!"*

- Ilene King, Director of Marketing and Enrollment, Agora Cyber Charter School