

Explore Learning Streamlines Communication with AirWatch

The Client

Explore Learning is a growing British company that provides math and English tutoring services to students in small group settings. Founded in 2001, the company now has 90 learning centers located across the UK. The centers are conveniently located in supermarkets, shopping centers and local high streets, to promote students' regular attendance. Explore Learning has a fleet of 130 iPhones® and iPads® distributed throughout its various locations. The company's sales team uses mobile devices to record information about potential students and submit the data to a prospect management system. Explore Learning wanted to manage its mobile fleet in a similar fashion to how it already managed its desktops, eliminating the need to employ additional IT administrators.

The Challenge

Before introducing the AirWatch solution, Explore Learning's staff found it difficult to coordinate and exchange information between branches and clients. Sales teams would manually add information about potential prospects to a diary. This process was ineffective and time consuming. The diary was often removed from the center, which caused office-based employees to lose access to the latest information. Consequently, all new prospect data had to be manually entered and cross-referenced with the existing customer data in the prospect tracking system.

To further complicate the process, sales staff had to write individual emails to potential customers. As a result, non-standardized emails were composed and distributed from 90 centers. The marketing team had no control over the information submitted to prospects and relied on the sales staff to compose the right message and include relevant attachments in every email. The lack of an integrated system impacted the quality of information shared with prospects, so Explore Learning sought an enterprise mobility management (EMM) solution to digitize and streamline the flow of information across its organization.



Solution Overview

- Customer: Explore Learning
- Industry: Education
- Geography: United Kingdom
- Features: MAM, MDM
- Devices: 100 – 500



The Solution

Explore Learning tested several EMM solutions and found AirWatch to be the best match for its needs. "AirWatch is very committed to developing and expanding its product suite," said Stuart Morgan, IT director, Explore Learning. "We invested in technology that will be relevant for a long time, as AirWatch is very aggressive in its development strategy. The product training we received was also a deciding factor as to why we selected AirWatch over the competition."

Mr. Morgan set up a Wi-Fi network profile that was automatically pushed to all tablets and mobile phones, enabling employees to connect to the network at any Explore Learning location. In addition, a VPN profile was created for staff in leadership positions.

To streamline and integrate the flow of information between sales staff, office administrators and prospects, Mr. Morgan introduced a customized, internal prospecting app, which was pushed to the sales team's mobile devices using the AirWatch® App Catalog. AirWatch® Mobile Application Management enables Mr. Morgan to track whether the app has been installed by all centers, and take appropriate action if it has not. Employees now enter the prospect's information directly in the app, where it is immediately processed. The application automatically creates emails that include the content a specific prospect has requested. For example, if a prospect is interested in 11 + tutoring, an email is created with 11+ PDF files, information about local Explore Learning branches and teams.

"Communication with prospects has improved dramatically since we automated our communications with a unified, central solution," said Mr. Morgan. "Prospects receive a branded email with the right corporate message designed by our marketing team. We no longer send different messages from different locations. Our work has become much more efficient."

Up Next

Explore Learning plans to introduce mobile devices in the children's Surf Club – a specially designed area in the tutoring centers where children can interact and play after they have completed their lessons. Explore Learning is also evaluating app recommendation facilities in the AirWatch App Catalog.

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