

# OUTSOURCERY

CHANGING WORK FOR GOOD

## CASE STUDY

### WHIZZ EDUCATION



#### PERSONALISED TUTORING

Whizz Education is the UK's leading provider of online maths tuition for 5 to 13 year olds. Through interactive animation and unique tutoring methods, the company delivers personalised maths tutoring to both parents and schools, all developed by maths educationalists and aligned to the UK maths curriculum.

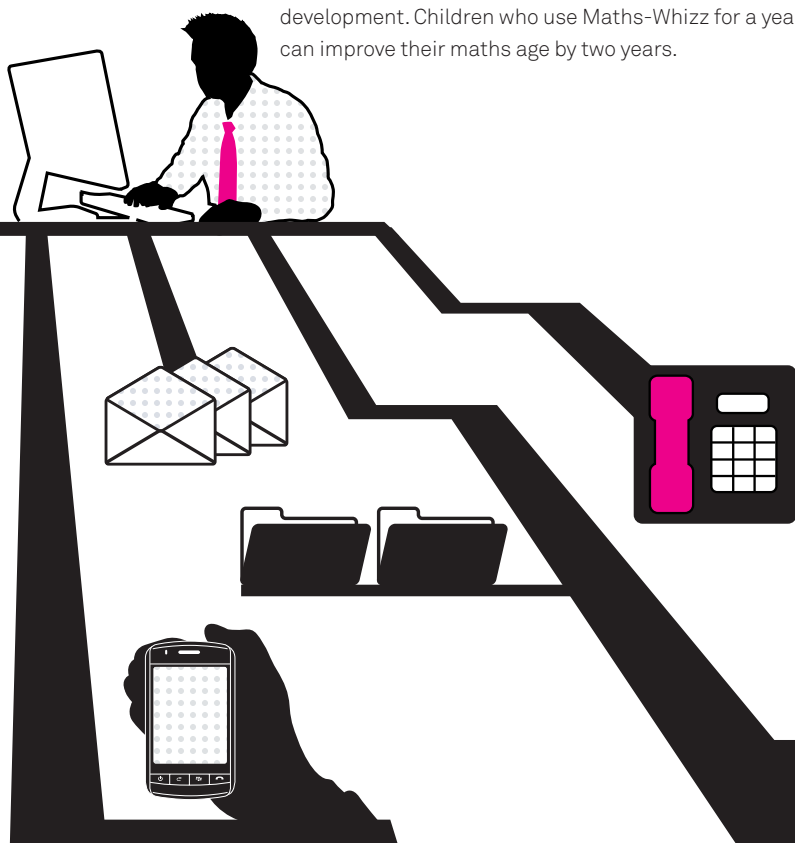
Whizz Education has an international customer base, working with parents and children at schools across the UK, USA, UAE and India. They have developed two versions of their online service; Maths-Whizz Tutoring Plus is available to home subscribers and there is a school version that provides great home-school links.

Maths-Whizz includes a virtual home tutor to monitor a child's progress, creating lessons in accordance with their ability, not age. Children learn through play and trade credits for games or toys whilst their performance is assessed and areas for improvement identified. The schools access portal enables children and teachers to log in together and follow interactive lessons. The software provides transparency for parents and teachers to see what a child is working on and the level they have attained, in order to predict their future development. Children who use Maths-Whizz for a year can improve their maths age by two years.

#### STREAMLINING PROCESSES

In early 2006, Whizz realised that having their customer data saved across multiple systems and locations meant information was disorganised and potentially holding their business back. They decided to centralise customer information on to a single customer management solution to manage their data more efficiently and provide better customer service.

Their requirement included a solution with a familiar interface, so staff could adapt to it quickly and they wanted to avoid the expense and hassle of installing the solution and maintaining it on their premises. Following careful evaluation of the various products on the market and a review of providers, they chose Outsourcery to deliver a hosted Microsoft customer relationship management (CRM) solution.



**“We wanted to avoid downtime, the cost and resource to install CRM on our premises and having to employ a dedicated team to manage it.”**

**Adrian Hodgkinson -  
Chief Technical Officer, Whizz Education**

## SMARTER WORKING

Adrian Hodgkinson, Chief Technical Officer of Whizz explains, "We didn't want the hassle of installing and running our CRM solution and we didn't have the manpower to deliver it. Now we don't worry about our service; it's Outsourcery's problem, not ours. They keep it secure, updated and running on their hosted platform and my staff can concentrate on providing a good customer service and not worrying about IT issues."

When Microsoft CRM was set-up, multiple data sources in a variety of formats required configuration, so the information could be imported into Microsoft CRM. CRM was also integrated with Outlook email so the systems could work in unison with the tutoring engine. Access levels were also restricted so children could only view the interactive portal, not the reports and payment details that a parent or school would need to.

Today, Whizz uses Microsoft CRM as the central store for all customer data, and manages customer relationships, new business opportunities, queries and payment issues from a single database. A knowledge base has been created within CRM where staff can respond to customer queries and many of the company's mundane processes have been automated using Workflows.

Now, customer accounts are automatically created in CRM when they submit an application. The customer's payment details are stored securely in CRM and a pre-configured workflow sends an automated email with a welcome pack and user guide.

Staff now have more time to support existing customers and create new contacts instead of wasting time on routine administration.

Microsoft CRM also has credit control capabilities. If there is a problem with a customer credit card or payment, CRM will automatically pause the account until the problem is resolved, to safeguard the company against theft or fraud.

**"Whizz is committed to delivering outstanding levels of service to its customers and we have found a partner in Outsourcery that is willing to share that commitment with us."**

**Adrian Hodgkinson -  
Chief Technical Officer, Whizz Education**

In summary, CRM has enabled Whizz Education to effectively manage and grow their customer relationships, increase their marketing activities and improve customer service, which has resulted in increased revenue without adding layers of unnecessary bureaucracy.

## THE FUTURE

Adrian continues, saying, "Our relationship with Outsourcery works and the system does what we need it to do. It has been a great success and the rewards of that success are evident from our awards, which include:

BETT Awards 2006  
– Winner Best Maths software KS1 and KS2

HSBC Small Business of the Year 2006  
– Regional Finalist

NatWest Start-up Awards 2006  
– Winner Team of the Year

NatWest Start-up 2006  
– Shortlisted Company of the Year

Education Resource Awards 2006  
– Shortlisted Supplier of the Year"

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**Microsoft**  
GOLD CERTIFIED

Partner

**BlackBerry**

Alliance Member

### WHO ARE OUTSOURCERY?

We're an experienced provider of Hosted IT and communications solutions. We keep your data secure behind the tough doors of our state-of-the-art data centres. We're also a trusted partner of Vodafone, Microsoft and BlackBerry, giving you the benefits of first class communications and hosted IT alongside our high quality service and support.

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