

E-Learning Digital Transformation

Imagine Learning, in partnership with SUMO and Deloitte, successfully integrated a dynamic scheduling solution that streamlined appointment workflows, automated manual processes, and enhanced customer engagement.

Challenge

- ☑ Imagine Learning's parent company, Deloitte Canada, identified that the existing Salesforce scheduler could no longer meet the company's growing need for personalized scheduling and automation across 38,000+ schools.
- ☑ A more flexible and robust platform was required to handle complex appointment workflows while ensuring smooth collaboration between students, educators, and administrators.
- ☑ Deloitte sought to optimize customer interactions by implementing an intuitive scheduling solution that improves accessibility, automation, and overall engagement.

Salesforce Native Solution

 **+68%**

Seamless Scheduling Integration

Automated workflows reduced administrative effort and scheduling errors.

 **+27%**

Increased Engagement

Personalized communication and automated reminders improved interaction rates.

 **-35%**

Reduced No-Shows and Cancellations

Custom reminder features significantly lowered appointment cancellations.

CUSTOMER SUCCESS STORY

How SUMO's Modern Scheduling Software Supports 18 Million Students Across North America



Imagine Learning is a leading provider in the e-learning industry, offering instructional, tutoring, and specialized services to over 18 million students across the U.S. The platform is utilized in 50% of U.S. school districts, helping educators refine research-backed curricula and gain clear insights through data-driven tools.



Why SUMO? A Seamless, All-in-One Solution

Deloitte and SUMO have previously partnered on large-scale education projects, making SUMO the ideal choice for transforming Imagine Learning's scheduling experience. SUMO's flexible platform, deep Salesforce integration, and automation capabilities made it the perfect fit for the organization's evolving needs.

Seamless Integration & Efficiency Gains

SUMO's scheduling platform was rapidly deployed to replace the outdated Salesforce scheduler, streamlining appointment management for 38,000+ schools. By automating scheduling processes and reducing administrative burdens, the new solution eliminated inefficiencies, enabling educators and administrators to focus on student engagement.

Advanced Automation & Custom Scheduling

With SUMO's intelligent automation, Imagine Learning now benefits from a fully customized scheduling system that integrates seamlessly with Salesforce. Personalized workflows, automated data capture, and two-way document sharing enhance efficiency, reduce manual errors, and provide a seamless experience for both educators and students.

RESULTS

SUMO's implementation provided Imagine Learning with a customized, scalable, and efficient scheduling system that enhances educator-student interactions.

The collaboration has set the foundation for continued improvements in appointment management and customer engagement.



Personalized Scheduling & Automation

Custom workflows and branding ensure an optimized user experience.



Improved Communication & Engagement

Automated reminders reduce no-shows and keep stakeholders informed.



Efficient Data Management

Integrated reporting tools provide clear insights and improve decision-making.

