

From Lead to Enrollment in Half the Time at Breakthrough Public Schools

Sales Cloud | Service Cloud |
Education Cloud | Experience Cloud |
Yurgosky Enrollment Solution (YES)

Breakthrough Public Schools transitioned to a unified Salesforce CRM platform leveraging the Yurgosky Enrollment Solution (YES) to efficiently manage thousands of leads, streamline enrollment, and increase family engagement.

The standardized, automated application pipeline cuts time from lead to enrollment in half, improves communication, increases staff efficiency, and clarifies data.

Contact Yurgosky
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Yurgosky is the premier data and analytics consulting firm serving nonprofit, education, and social enterprise clients on the Salesforce platform. Our mission is to transform the way our clients do business so much so that they can't imagine a better way of operating.



Challenges

Data silos

Lengthy and non-intuitive application process for families

Staff time drained on support tasks rather than personalized engagement

Process

- **Simplify family enrollment** while ensuring every scholar receives appropriate services
- **Efficiently manage** thousands of leads using CRM methodologies
- **Increase** family engagement

"Salesforce allows us to efficiently engage with thousands of families in our community, to identify those potential scholars for whom a Breakthrough education can provide a path towards a successful, choice-filled life."

– Alan Rosskamm, Chief Executive Officer
Breakthrough Schools

Outcomes

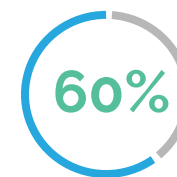
A Streamlined Experience for Families and Staff



Reduction in time between
lead and enrollment



Decrease in time spent
on applications



More students with special
education needs identified

- **Decreased inquiry response times** from weeks to hours
- **Standardized the enrollment pipeline** across the organization
- **Speed up processes for staff and family and decrease user error** with Innovative data verification, communication, and Salesforce-native automation
- **Multilingual translation and mobile experience** solve communication and computer access barriers for families