Digital Media Academy

Salesforce anchors a complete operations solution for the top technology course provider, with control over course management, registration and payment, forecasting and content management.

Client

Jordan Hart, Technical Director at Digital Media Academy, the world's #1 tech summer camp for kids and teens.

Parents have big dreams for their kids. They're willing to invest time, money and effort into seeing their children shape the world of tomorrow. Digital Media Academy sets kids on a path to excel in fields like 3D modeling & animation, programming & robotics, and science & engineering.

Situation

Premium course offerings. Awkward registration experience. Third-party software charging ridiculously expensive per-registration fees that cut directly into profit. Time for a change.

Refine the online registration experience from beginning to end, use Salesforce as the core technology foundation for running the business, and save a ton of money in the process.

Execution

In the design process our team continually asked the question, "How can we make this as easy as possible for real people?"

In DMA's previous design, the marketing website and course registration system were not integrated. Parents signing up their kids for camps had to choose courses twice—once while searching for courses and another time on the third-party website when they were ready to check out. People got confused. Sales were lost. Busy parents wasted their time.

In our redesign, we made the marketing website and the course registration system one integrated whole, fitting perfectly with DMA'S brand and personality. The custom course catalog, with a solid Salesforce integration behind the scenes, lets parents add courses to a cart and checkout seamlessly without ever leaving DMA's website. Registrations and student information are brought together in DMA's salesforce.com CRM—right at Guest Services' fingertips. The new system saves DMA administrative headaches by enabling them to update course information in a single place as opposed to 3 or 4 different places like before.

And, with this solution, DMA keeps more of each registration dollar—to reinvest in the best technology camps on the planet.

Since the redesign, online purchases have increased, engagement on the site has increased, and the DMA

website loads faster than ever before. And all of this in the midst of record registration and revenue increases year-over-year.

It's not just code and numbers, we know we're playing a part in developing the leaders of tomorrow. Heck, maybe some of the campers will work at Dayspring in the future.

"It's great to be proud of our digital presence. The percentage of purchases happening online rose 10%, saving a lot of call center time & money. Throughout these iterations you haven't just taken and accomplished our vision, but checked the plan's integrity, and added your own vision to it. On top of that running a tight ship with a talented crew."

Jordan Hart
Technical Director, Digital Media Academy