

SchoolMint Expands Infrastructure *to Help More Educators* Create Bright and Sustainable Futures

CHALLENGE

SchoolMint, providing unified solutions for school districts and charters, is on a mission to make the education experience more brilliant for everyone with their platform of products. From Hero, a tool for student behavior improvement, to strategic enrollment management tools for Application & Lottery Management, Registration, Re-enrollment, and School Outreach & Marketing, their solutions are helping educators create bright, and sustainable futures for the students and families they serve.

SchoolMint was in a state of growth and needed the ability to scale their business operations. To support this accelerated expansion, they required processes and infrastructure to be built out in their CRM, Salesforce, and marketing automation platform, Pardot, but they needed an expert resource to assist with implementation, execution, and best practices.

A partner that could become an extension of their team as the system administrator and strategic advisor.

SOLUTION

Jinal Jhaveri, Founder & Chairman of SchoolMint, was referred to SaaScend and became impressed with their level of technical and strategic expertise. The two teams joined together for a Salesforce and Pardot implementation including a data migration, report and dashboard construction, automated process establishment, and lead flow configuration for proper routing.

A Partnership to Expand Infrastructure

SaaScend administered the Salesforce and Pardot implementations ensuring proper data configuration, system setup, and integration; building automated processes to identify when prospects were determined as a Marketing Qualified Lead, to then route them to the proper sales team member with a notification for immediate follow up. Reports and dashboards were created to track progress and campaign performance, empowering SchoolMint with insights to make informed business decisions.

Schoolmint needed to make sure that each school district was routed to the appropriate sales team member and that there was a seamless transition from marketing to sales.

The Continued Journey

Following the implementations, SaaScend continued to be a resource for ongoing system maintenance, management, and best practices. When it came time for SchoolMint to integrate their financial management tool, Intacct, and implement their price book, SaaScend came alongside the team to take on the execution, so that SchoolMint could have their time maximized, focusing on their customers and prospects.

RESULT

Having SaaScend as an extension of SchoolMint's operations, enabled the team to concentrate on scaling the business, so that they could impact more school districts and charters, along with the families they serve.

With a configured lead flow and efficient automated routing in place, Sales could connect with their prospects faster, helping educators to get in possession of the SchoolMint products at a more rapid rate. The reports and dashboards built in Salesforce empowered the SchoolMint team with the insights needed to understand business performance and make advancements for continual growth. The setup in Pardot fueled the marketing team with a foundation to send the right message, to the right audience, at the right time, helping to scale SchoolMint's demand generation efforts.

Jinal shared that SaaScend's reliability was his favorite aspect of their partnership.



*"When we assigned a task to **SaaScend**, we knew it was going to get done. The team was so **reliable** and on top of things, always having **excellent communication**."*

-Jinal Jhaveri, Founder & Chairman

[Contact SaaScend](#) to reach the peak of your revenue potential.