

Case Study: Equal Education



After years of exponential growth, Equal Education, a London-based organisation offering tailored tuition for looked-after children, decided to move away from old-school spreadsheets and Trello boards toward one powerful system able to connect and manage tons of its data painlessly.

The company approached iTechArt seeking a best-in-class Salesforce solution to automate the student-tutor matchmaking process from start to finish.

Our first step was to choose the best-fit types of Salesforce licenses. In parallel, iTechArt technical consultants worked closely with EE's product owner and CEO to develop a detailed CRM implementation roadmap.

Next, we created a series of automated emails to keep students, tutors, and partners informed throughout different process flows. Our team also set up Salesforce Community Cloud to better track stakeholders' interests, needs, and behaviour.

To help Equal Education minimise the matchmaking process to just a few clicks, iTechArt engineers created a built-in app that connects tutors with students based on their location and students' unique requirements.

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As personalisation is crucial to creating A+ user experiences, we developed a custom sign-in page for tutors where they can provide key details, such as specialisations, addresses, and rates. What's more, we added functionality designed to gather feedback from tutors, schools, and parents, which improved students' engagement and academic achievement.

2

iTechArt team
members

1

years of active
engagement

1,500+

learners served
successful solutions

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With a new CRM system in place, Equal Education united multiple uncoordinated processes into a single solution, which allowed it to operate with the efficiency and technical savvy of a for-profit enterprise and exponentially reduce the volume of manual work. Backed by the iTechArt team, EE graduated to a pro Salesforce user, successfully serving 1,500+ learners to date.

Apex
Community Cloud

Google Maps
Lightning Web Components

Sales Cloud
Service Cloud

Xero