



Tutoring Transformed

Contour Education's Salesforce Success Saga



AUSTRALIAN FINANCIAL REVIEW



AFR fastest growing startups for two consecutive years

Contour Education, a premier tutoring service based in Victoria, Australia, has been at the forefront of educational excellence, where academic transformation is not just a goal, but a reality.

Contour understands that true academic excellence stems from a deep understanding of fundamental concepts, not mere rote memorization. Its approach is designed to empower students to grasp first principles and master the art of learning through personalised strategies.

In their small, attentive classes, the student's voice is heard, and the potential is unleashed, as Contour redefines **education through dedicated and innovative tutoring.**

- Homework Help
- Test Preparation
- Round-the-clock Assistance
- Student Feedback
- Growth and Innovation
- Dedicated & Innovative Tutoring

Contour Experience

- Incomplete student profiles
- Cumbersome enrolment classifications
- Poor sales journey tracking
- Gaps in attendance records
- Limited data analysis
- Sloggy real time data retrieval

The Challenge

However, their journey was not without challenges. Contour Education's reliance on Monday.com as their CRM system was proving to be a bottleneck in their scaling business, potentially hampering their future operational efficiency.

This technological impedance was not just a nuisance; it was a threat to their mission of educational excellence.

Objective

Enter Salesforce, the beacon of hope. The goal was crystal clear: To overhaul Contour Education's business processes, transforming operations into a seamless, efficient machine.

The Salesforce Solution

The implementation of Salesforce was akin to a symphony, with each department playing its vital part.



Students

The heart of Contour Education. Salesforce reshaped the student onboarding process, from website forms to phone calls, trial classes, and follow-ups. The referral system, a significant enrolment source, was seamlessly integrated, managing over 800 unique students across multiple subjects.



Tutors

The educators, the mentors. Around 18 tutors, responsible for shaping young minds in critical Year 11 and 12 subjects, were now empowered with instant access to student profiles, schedules, and attendance records. **Salesforce was not merely a tool but also became their ally in education.**



Admin/Sales Team

The unsung heroes. A dedicated team of eight now had the power of Salesforce to manage student information, class allocations, feedback, and billing, turning chaotic tasks into streamlined processes.

The Revolution

The transformation was nothing short of revolutionary.

- ★ **360° Student Profiles:** Every student's journey is now at their fingertips.
- ★ **Enrolment Classification:** No longer one-size-fits-all; each student's unique educational path was meticulously mapped out.
- ★ **Sales Journey & Student Management:** From first contact to enrolment, every step was tracked and optimised for maximum efficiency.
- ★ **Attendance & Data Analysis:** No longer relying on guesswork; data-driven decisions became the norm.
- ★ **Real-Time Data Retrieval:** The power of instantaneous information for strategic decision-making.



The transition from Monday to Salesforce wasn't just a software change, it allowed us to completely redefine systems and operations as we rapidly scale Contour



Amitav Madan
CoFounder and Director

The Outcome

The transition to Salesforce was a game changer. The comprehensive view of student profiles and streamlined enrolment processes elevated Contour Education to new heights. The administrative and tutoring efficiency skyrocketed, paralleled by an improved understanding of student needs. This led to enhanced performance, satisfaction, and a reinforced reputation in the educational sector.



Conclusion

Contour Education's story is a testament to the transformative power of technology when applied with vision and precision. Salesforce didn't just solve problems; it opened doors to possibilities previously unimagined, firmly placing Contour Education at the forefront of educational innovation.



Transform with **Salesforce** Excel with **TechForce**

Contact us today to learn more about our comprehensive solutions and how we can help you achieve your goals.



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