

# Online Animation School Automates Student Life Cycle

Tracking key performance indicators and process automation improve matriculation and student satisfaction



## BACKGROUND

Animation Mentor is an online school focused on animation and VFX. Classes are taught by industry professionals within the first fully distributed patent-pending AMP studio production pipeline of a studio school. The programs and curriculum teach the exact skill set that film, animation, and visual effects studios seek — the ability to professionally collaborate and apply studio best practice workflows within a studio pipeline — and do so in a customized, affordable, and quick fashion. Students work collaboratively on an online production and leverage the full capability of the state-of-the-art, patent-pending AMP studio production pipeline.

## CHALLENGES

Animation Mentor has been a licensee of Salesforce.com since 2010. In just a few years their business has grown, with more course offerings, additional staff and more complex business processes. As their business grew, Animation Mentor saw a real opportunity to take better advantage of the features and capabilities that the Salesforce.com platform had to offer.

Micha Hershman, Vice President of Sales and Marketing at Animation Mentor said, “We see Salesforce.com as a strategic tool to help us expand our customer base and to scalably support them throughout our relationship with the student. We didn’t just want to configure the system to support our current process but to add significant improvements that would ultimately help us be more responsive to prospective students and students alike.”



## Vital Statistics

- Online Animation School
- Based in Emeryville, CA USA  
www.animationmentor.com

## Business Challenges

- Planned growth requires an efficient and scalable infrastructure to meet business needs and maximize returns
- Potentially lengthy enrollment cycle required better ability to track prospective student progress throughout process
- Support for the introduction of new, more complex products
- State and federal compliance requirements for educational institutions

## Solution

- Phased, iterative approach delivered value early
- Complete student lifecycle was mapped using the Salesforce.com platform
- Key performance indicators were configured to provide up to the minute reporting on metrics that drive the business

## Benefits

- Enrollees tracked to ensure everyone experiences timely and responsive service
- Improved student experience expected to improve student satisfaction and increase matriculation rates.
- Platform set up to scale to increased number of students and new educational offerings
- Improved adherence to compliance requirements

The enrollment cycle can last as long as two years, from inquiry to the first day a student attends class. During the process, there may be counseling with an admissions advisor, program applications for admittance and applicant evaluations. There are many touch points and actions that a prospective student can take before they enroll in the school and start their first day of classes. Having an accurate view of each individual's progress at any point during the process is a necessary business reality, and was difficult with the current implementation of Salesforce.

In addition, Animation Mentor was continuing to add new and more sophisticated products built on its platform. The infrastructure was needed to support increased complexity in its product offerings on top of increased volume.

*"We see Salesforce.com as a strategic tool to help us expand our customer base and to scalably support them throughout our relationship with the student."*

- Micha Hershman  
Vice President of Sales and Marketing

## SOLUTION

Animation Mentor partnered with MondayCall to build an infrastructure that leveraged best practices and aligned well with their current and future goals. MondayCall mapped Animation Mentor's business infrastructure so that the most common processes would be set up to take advantage of the scalability of the Leads, Accounts, Contacts and Opportunities model in Salesforce.com. Automation was the next step – considering tools/technologies to automate contract sends, competence test sends, de-duplication and data import from the student information system.

As an educational institution, Animation Mentor must also adhere to numerous state and federal guidelines. Rearchitecting the Salesforce infrastructure enables Animation Mentor to comply with regulations as a natural part of their process.

Sheena Sharma, Online Marketing Manager at Animation Mentor said, "Through this re-implementation we get three big benefits: efficiency, improved responsiveness and visibility. Improved efficiency means less manual work, more throughput and fewer human errors. We are able to follow up much faster and ensure that no follow-up's fall through the cracks. And, we are now able to, at a glance, see our student pipeline forecast, matriculation status as well as other key performance indicators that drive our business."

## BENEFITS

Julia Campbell, Sales Lead at Animation Mentor added, "One of our core values is to have a strong, dedicated commitment to care. We care deeply about our students and want to ensure they have the best experience possible. MondayCall and Salesforce.com have helped significantly improve our interactions with our customers from the potential student inquiring about one of our classes to the returning student who has taken all of our classes."

Animation Mentor has identified numerous other improvements that they plan to take advantage of in the near future. Using third party tools and the Force.com platform, Animation Mentor plans to further automate the application process by integrating Salesforce more closely with the student registration system, deploying online signatures and automating the send/reminder/receipt for evaluation tests.

Micha said, "One of the strengths of the Salesforce.com ecosystem is its large range of functionality that we can take advantage of whenever our business requires it. MondayCall has been an instrumental partner in helping us realize immediate value from the large breadth of capabilities of the Salesforce.com platform."

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- Julia Campbell  
Sales Lead

