

# Transforming Student Enrollment: A Case Study with College of Adult Learning Australia



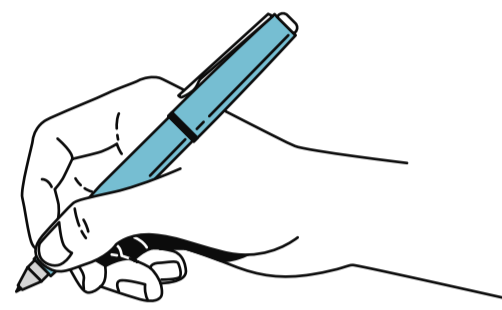
In today's fast-paced educational landscape, streamlined processes are crucial for academic institutions to deliver an exceptional experience for both students and staff.

This case study delves into how College of Adult Learning Australia (CAL) **overcame enrollment challenges through LMS Integration.**

## Company Overview

College of Adult Learning Australia (CAL) is a leading provider of adult education courses, offering a diverse range of programs to empower individuals with skills for personal and professional growth.

## Challenges Faced



CAL faced significant hurdles in their manual enrollment process, relying heavily on Salesforce CRM for student management.

Their sales teams, proficient in Salesforce, encountered difficulties in transitioning students to the Learning Management System (LMS) for course enrollment.

Additionally, evaluating qualification criteria and managing records across multiple platforms led to inefficiencies and frustrated students.

## Solution Offered

To address these challenges, CAL embarked on a digital transformation journey. Leveraging automation and integration capabilities, they streamlined the enrollment and onboarding process:



### Integration with Salesforce:

- Automated extraction of student records from Salesforce to identify candidates for LMS enrollment.



### Office 365 Integration:

- Seamless creation of user accounts in Office 365, coupled with Single Sign-On (SSO) functionality for easy access to the LMS.



### LMS Integration:

- Integration with the Docebo LMS platform for automated enrollment into onboarding courses and tracking progress.



### Main Course Enrollment:

- Automated transition of students to main courses upon completion of onboarding, with real-time updates in Salesforce.

## Technical Stack

CAL's success was underpinned by a robust technology stack, including :



## Results

By embracing digital transformation, CAL achieved remarkable outcomes:

### Enhanced Sales Team Efficiency:

- Sales teams were liberated from manual processes, allowing them to focus on core responsibilities.

### Improved Student Experience:

- Students enjoyed a seamless enrollment journey, leading to increased satisfaction and engagement.



## Summary

CAL's journey exemplifies the transformative **power of digital solutions** in streamlining processes and enhancing the student experience. By leveraging automation and integration, CAL achieved operational excellence and positioned itself as a leader in adult education.