

## New Horizon Academy Increases Lead Conversion Rates to Almost 40% with ChildcareCRM

New Horizon Academy (NHA), a Minnesota family-owned and operated company, has been serving young children since 1971. After decades of using pen and paper to capture and manage leads, NHA knew it was time to embrace the digital age with CRM software that could grow enrollment and ensure timely follow-up with every family.

With 85 locations, NHA was looking to provide a systemic way to connect with families and track everyone through the active pipeline—from inquiry to enrollment. So, they began their search for a [CRM that could meet the unique needs of childcare organizations](#) and chose ChildcareCRM.

### Increasing Conversion Rates with Automation

Prior to ChildcareCRM, NHA collected new inquiries at their corporate office. When questions like ‘do you have openings for infants’ were asked, corporate would respond back via email and copy the Center Director to provide an answer. NHA’s Center Directors’ daily schedules are busy, so some inquiries received delayed responses or no response at all. NHA knew opportunities were slipping through the cracks.

With ChildcareCRM, NHA automated and streamlined the enrollment pipeline. NHA uses drip campaigns to automate responses to new inquiries, tour requests, and completed tours. Now [Center Directors can respond to families at each stage of the enrollment pipeline without lifting a finger](#). And, corporate knows every new inquiry is followed up with immediately so no opportunities are lost.

“We can connect with families quicker and in a more timely, professional manner. The speed of response has made a huge impact on our conversion rates. Our average conversion rate from inquiry to waitlisted or registered is 39.6%, almost 3x higher than the global average,” said Cara Johnson-Bader, VP of Marketing & Parent Experiences at New Horizons Academy.

### Effectively Managing the Enrollment Pipeline

NHA also struggled to get insight into each stage of the enrollment pipeline. With ChildcareCRM, NHA has complete [visibility into their enrollment funnel at the corporate and location level](#). “With ChildcareCRM we have a clear

## Customer Key Facts

- Locations: 85
- Customer since: 2019
- Products: ChildcareCRM and ChildcareFORMS

“We can connect with families quicker and in a more timely, professional manner. The speed of response has made a [huge impact on our conversion rates](#). Our average conversion rate from inquiry to waitlisted or registered is 39.6%, almost 3x higher than the global average.

*Cara Johnson-Bader, VP of Marketing & Parent Experiences at New Horizons Academy.*

With ChildcareCRM, New Horizons Academy:

- Drives higher enrollment rates across all their locations
- Optimizes their marketing budget and spend
- Successfully moved off pen and paper, saving hundreds of staff hours each week

visual of all funnel stages from inquiry to enrollment,” said Cara Johnson-Bader, VP of Marketing & Parent Experiences at New Horizons Academy.

## Improving Performance with Reporting

“One of our favorite features of ChildcareCRM is the reporting. With dashboards and reports we can see what’s happening across our organization at a glance and in detail”.

ChildcareCRM reports on the details of each lead source as well as the specific location they are interested in which allows NHA to [track where families are coming from, how their marketing budget is spent, and assess their return on investment \(ROI\)](#).

NHA particularly finds value in the lost opportunity report which helps them identify which families did not choose their centers. They re-engage those families with nurture programs to ensure they never miss out on the opportunity to enroll a family.

## The Results

“The ChildcareCRM Customer Success team was great at coaching us through implementation. We were a bit hesitant at first, knowing that some of our Center Directors are not tech-savvy and may not want to learn new software. However, [ChildcareCRM was intuitive and easy for our team to learn](#),” said Cara Johnson-Bader, VP of Marketing & Parent Experiences at New Horizons Academy.

ChildcareCRM has helped New Horizons Academy:

- Achieve an average conversion rate of 39.6%, almost 3x higher than the global average
- Capture and manage 57,434 new leads
- Schedule 24,813 tours with families
- Gain real-time insights across center locations
- Standardize marketing across center locations with automation
- Reduce staff turnover and decrease new employee ramp time
- Improve communication with families

“ChildcareCRM provides an opportunity to connect with families immediately and then in a systematic way track them through the active pipeline to help [move families from inquiry to enrollment](#). ChildcareCRM is a game changer!” said Cara Johnson-Bader, VP of Marketing & Parent Experiences at New Horizons Academy.

ChildcareCRM is a [game changer](#)! We can see how many inquiries we’re getting per location along with details on where they’re coming from to [help us grow our business](#). We don’t have to guess anymore.

*Cara Johnson-Bader, VP of Marketing & Parent Experiences at New Horizons Academy*



ChildcareCRM is the leading provider of cloud-based CRM software that helps childcare organizations grow their business by boosting enrollment and saving time. More than 4,000 childcare centers across the world rely on ChildcareCRM to automate sales and marketing so their staff can focus on what matters most—caring for their enrolled families. The ChildcareCRM platform includes lead management, sales and marketing automation, analytics, and online family enrollment. ChildcareCRM supports customers of all sizes from single centers to multinational enterprises. [Learn more at ChildcareCRM.com.](#)



SCAN ME