

Bright Horizons Case Study





Leading Child Care Provider Gains Enrollment Efficiency and Increases Customer Engagement with Microsoft Dynamics CRM

Customer Profile

Founded in 1986, Bright Horizons Family Solutions is a leading provider of employer-sponsored child care and early education as well as other services designed to help employers and families better address the challenges of work and family life. Bright Horizons operates more than 900 child care centers worldwide and partners with more than 1,000 leading employers.

INDUSTRY

Education

LOCATION

United States

“Microsoft Dynamics CRM enables Bright Horizons to more efficiently connect parents with the high-quality, nurturing child care programs that help their children learn and thrive.”

**Dave Shaby, Senior Vice President of Consumer Operations,
Bright Horizons Family Solutions**

Bright Horizons Family Solutions® is a leading provider of early education and preschools, employer-sponsored child care, back-up care, educational advisory services and other work/life solutions. Founded in 1986, the company is headquartered in the United States and conducts business in the U.S., the UK, Ireland, the Netherlands, India, and Canada. Bright Horizons operates more than 900 child care centers worldwide and partners with more than 1,000 leading employers across nearly every industry.

CHALLENGE

With an extensive network center serving a vast global customer base, Bright Horizons understands that early education and child care is of the utmost priority for parents, and that choosing the right program for their children is a major life decision.

Parents not only need important questions to be answered swiftly; they also expect a quick and painless process for enrolling their children in the program that best meets their needs.

Bright Horizons' legacy systems for storing customer enrollment histories and prospective customer inquiries needed to be updated to provide better visibility and flexibility to support an optimal enrollment process. Additionally, Bright Horizons wanted to automate certain parts of the enrollment process, which requires a lot of paperwork in their heavily regulated field, to make them easier for families and allow staff to devote more of their time to the parts of the process that require individual and personal communication and interaction.

“Microsoft Dynamics CRM’s transparent workflow processes facilitate supportive and caring customer engagement, and more effective communication among teams involved in the child care enrollment process.”

**Jennifer Jennings,
Sr. Director IT – Business
Applications,
Bright Horizons Family
Solutions**

WHY HITACHI SOLUTIONS?

Hitachi Solutions is one of the largest, most qualified and highly experienced Microsoft Dynamics consulting firms across the globe, capable of handling complex tier-one displacement projects. Our company’s caliber of expertise and commitment to customers is evidenced through our consistent recognition from both Microsoft and industry analysts. Contact a Hitachi Solutions expert to discuss how our Microsoft Dynamics Solutions can help improve your productivity.

To support these business goals, Bright Horizons decided to search for a more modern customer relationship management platform that could make the overall enrollment process more efficient and reduce the longer-term cost of support and maintenance of these systems.

SOLUTION

With other lines of business leveraging Microsoft Dynamics CRM to manage customer engagement, Bright Horizons selected Microsoft Dynamics CRM for its powerful functionality, scalability, and flexible technical architecture.

An important indicator of Microsoft Dynamics CRM’s flexibility is its ability to integrate with other software systems, particularly with the system used in the child care centers. This integration enables a Bright Horizons’ contact center representative to take the inquiry and log it in the CRM system, then fill out the family’s personal information on the record form (such as name, contact details, child’s name, etc.). If there is a duplicate record in the system Microsoft Dynamics CRM alerts the representative so that the representative can either stop entering duplicate data, or override the error.

All teams involved in the enrollment process have full visibility into the inquiry, as well as the next steps in the process. Equipped with a family’s information, a representative can then easily identify the centers that best meet the parents’ needs, and assist the parent in obtaining more information about the center.

BENEFITS

Greater Productivity and Activity Insight with Dashboards

Dynamics CRM’s easily configurable dashboards provide representatives with a consolidated look into activities that are still in progress and the activities that have been completed.

With dashboards specifically for call center representatives and other teams involved in the enrollment process, Bright Horizons team members gain access to data that is relevant to their roles, enabling them to work more efficiently by quickly identifying and focusing on the tasks that need to be addressed. Bright Horizons managers also have their own dashboards that provide an overall view of team activity and the ability to better measure team performance.