



# CASE STUDY

## EUROCENTRES

Language Learning Worldwide

### Quote from Managing Director Michael Gerber:

*"We worked with Infospeed throughout the planning process and all the way through to implementation. The service from Infospeed was excellent, and we now use Class in all our schools across 5 countries, invoicing in 6 currencies, and sending documentation out in 4 languages.*

***Benefits in efficiency, communications with Agents, and cost savings that Class has provided are already apparent."***

### Background:

Eurocentres had been using a CRM (customer relationship management) system with postings to an accounts application for invoice creation and accounting. There had been a significant number of bespoke changes made to the system to suit their business needs. Work on developing a replacement bespoke system was at an advanced stage when the project had to be aborted after the demise of the software house. An investigation began into system alternatives.

Infospeed (with Class) was seen not only as an extremely good and cost effective solution but also they had the best company profile - good reputation, long history of dealing with language schools, solid balance sheet, commitment to the industry, professional support etc. This was important to Eurocentres bearing in mind their previous experience with their own development and the failure of the supplier.

### Why Class? – User perspective:

#### Finance

*"It was important that the system fully integrated to Finance; what happened in a booking should automatically be reflected in financial terms. The Class approach, enabling us to use both proformas and invoices, was excellent and when integrated to a Ledger that also recognised proformas for debt collecting purposes the results in efficiency terms and better information to our Agents was clear to see. Infospeed also had 2 qualified accountants who clearly understood our financial requirements."*

#### Enrolments: (Senior trainer)

*"The ease of entering a booking, automatic look-up of prices and agent rules, were an immediate bonus from our previous systems. We could design our own documentation (using Word) and define our own reports.*

*We are very happy with Class, which has already reduced the work of the enrolment staff."*

#### Marketing

*"Previously we had needed to ask IT to create reports; we now had powerful statistical tools we could use ourselves."*

### Accommodation

*“With schools being on line, data was no longer being duplicated, and was always up to date. Host family payments and the matching process to help find families were a big bonus.”*

### Technical

*“The decision by Infospeed to use Microsoft SQL database for Class was important to Eurocentres, as we wanted industry standard top quality product, of proven reliability. Microsoft Terminal Server was used to make Class available throughout the world, from Zurich, via the Internet.”*

### Project Length: (Approx 1 year)

There were many things to consider and Eurocentres appointed the Head of IT to project manage the process from supplier selection to installation. This appointment proved invaluable in guiding and controlling the project through its many stages.

Infospeed was selected as the system supplier and work began in early 2003 to plan the changeover. Training of bookings staff commenced late May 2003, with enrolment entry for 2004 bookings commencing September 2003. A full roll out to the schools started 1 January 2004.

### Hardware

There were also hardware considerations as Eurocentres had decided to outsource the management of the hardware with a Zurich based computer operation. Offices from around the world were to be connected via DSL lines.

### Implementation

A project team was established within Eurocentres with representatives from each area of the business. A sample Class system of Eurocentres own business was progressively established, from a few agents and families, to price lists, courses and documents. This provided a greater understanding of the system and how it was to be applied to Eurocentres method of operation. It also helped to identify some small areas of change. The final implementation included some program changes incorporated into Class. Infospeed assisted in all stages of implementation providing fully experienced staff to assist on all operational and financial areas of the system, and was responsible for ‘training the trainers.’

### A final comment from Andrea Hummler, (Head of IT)

*“I recognised the wide variety of requirements for Eurocentres, as an international group. Infospeed, with a team of professional IT, Finance, and school knowledgeable staff, cooperated not only to implement the system professionally, on time and to budget, but to give users confidence in the way forward.  
Developments continue.....”*

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