

RSM! McGladrey

Accounting | Tax | Business Consulting

“The implementation of Microsoft Dynamics™ CRM Business Solutions has improved our efficiency by allowing us to create processes, identify trends in the schools, and react faster to problems”

Named by Entrepreneur magazine as “#1 Childcare Franchise in the United States,” Goddard Systems Inc. is quickly expanding the Goddard School® network throughout the United States.

“Microsoft Dynamics CRM was a facilitator for our growth. Before Microsoft Dynamics CRM was installed, Goddard was managing its records in Excel spreadsheets among multiple departments with inconsistent information. Since the introduction of Dynamics CRM, information has been centralized between departments and processes were developed. Gone is the time when it took four to five days to get an answer, now answers are available immediately in the Dynamics CRM system.

The other major problem with our manual spreadsheet system was inconsistent information. Data was updated in a spreadsheet by one department and not with others so information was inconsistent among departments and their customers. Regular meetings were needed to update critical information that CRM now maintains in real-time.”

— William Mackey
Director, Information Technology
Goddard Systems, Inc.

their goal of 50 schools per year. If they continue at this current pace, their business could easily double in size within the next five years.

Today, Goddard Systems Inc. supports 285 schools nationwide. Their operation is so successful because of the information they can generate from their CRM Relationships and Entities. It's used for forecast planning within the industry.

Project

RSM McGladrey implemented Microsoft Dynamics™ GP and CRM Business Solution and Microsoft Office SharePoint Server. Goddard wanted a system to support its franchises and to manage their back office operations.

Goddard was also looking for a solution that would manage key relationships. Using CRM Entities, Goddard is managing the following relationships:

- New franchising prospects
- Franchise owners
- Real estate development to build schools
- Construction management
- Daily operations of schools
- Quality assurance
- Advertising/Marketing
- Lead management (Child Registration)

Background

Five years ago, Goddard Systems Inc. was opening 25 schools a year, last year that number grew to 42 new schools. With this kind of growth, they are well on their way of reaching

- IT Help Desk
- Franchise Relation Help Desk
- Competition management

Microsoft SharePoint is integrated with Dynamics CRM and used as a portal creating a two way communication with Goddard (corporate) and the school owners. These connections provide secure, real-time access to information such as new child inquiries, quality assurance review, financial data, and much more.

Outcomes

- Better collaboration between departments and school owners
- Tighter integration of critical business systems – financial system, relationship management, and project management
- Less manual operations
- Streamlined workflows and business processes
- Extended visibility into all areas of the business