

How language school rebooted its operations from disconnected to integrated

Kickstart School provides courses in three languages: Dutch, English, and Mandarin Chinese. Specializing in working with expatriates and focused on improving language skills, the school tailors its offerings to working individuals at different proficiency levels. Available courses include group lessons, online sessions, and interactive individual classes. Originally a solo venture, Kickstart School quickly expanded, collaborating with dozens of freelancers and employing a five-member administrative team. As the institution grew, the need for more efficient processes and a smoother workflow became apparent. Challenges arose from the disconnected systems that failed to communicate with each other. To address these obstacles, the school transitioned to using Odoo. They were introduced to Odoo's capabilities by another company that had experienced a notable transformation with the platform.

Integrating operations to better grow

Kickstart School recognized the limitations of its custom-built website and decided to seek an alternative solution. The organization transitioned to Odoo's robust and user-friendly website application, which integrates multiple functions. This allowed them to consolidate six or seven disparate solutions into one platform.

Moreover, they have adopted Odoo's Email marketing tool, which has proven cost-effective by eliminating its previous reliance on MailChimp. Annually, Kickstart School offers around 60 courses, all uploaded to the Odoo Event platform. Once a course is listed, making it live online is as simple as changing its status to "published." This system allows prospective students to browse, compare, and choose courses easily. They can either pay immediately or opt for a deferred payment. For students uncertain about their proficiency, integrated tests are available. By using the Survey module, registered students receive both a confirmation and an invoice if they have not prepaid. Upon course completion, they also get a certificate of completion.

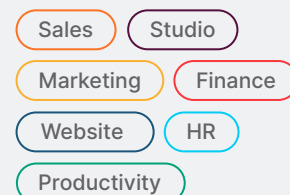


KICKSTART

At a glance

Size	Industry
<50	Education
Users	Country
<30	The Netherlands

Apps installed



Finally, Odoo has notably streamlined the entire financial procedure for Kickstart School. Customers can make online payments and receive digital invoices, greatly reducing the administrative time spent on billing and follow-ups with those who owe money. Overall, Kickstart School is happy with Odoo because it costs less than all the applications it replaced and has a wide range of standard modules available. Also, the company's activities have now moved to the cloud, meaning having an IT infrastructure is unnecessary.

“ Odoo is a bit of a Swiss Army Knife. You can tailor it to your business processes. This is one of the key things that has helped us implement Odoo. ”

— Jan Deknatel, Project Manager at Kickstart School

