



# The Learning Experience

## The Challenge

The Learning Experience offers ground-breaking care and early education programs throughout the country that encourages children to learn, play and grow. The business came to Signpost with two basic challenges. First, TLE wanted to effectively capture parent sentiment and feedback at the location level so that they could get in front of potential promoters and detractors. Second, the Learning Experience was dissatisfied with their previous email marketing vendor and wanted a more automated, centralized way to not only automatically capture customer data, but to send email and SMS communications like newsletters, and event invitations.

## Signpost Solution

Signpost was able to deliver on The Learning Experience's objectives due to its robust AI-driven CRM. Unlike other customer relationship management (CRM) platforms, Signpost automatically collects incoming phone and email information on-site to create detailed contact records. Signpost then uses these records and machine learning to generate reviews, NPS, feedback, and loyalty offers to the right prospects at the right time. This all-in-one solution ensures that brands are always in front of the right consumers and have their finger on the pulse of customer sentiment.

Find out how Signpost can help grow your business. Visit [signpost.com](https://signpost.com) or call (855) 606-4900.

Get started

"We are always looking to utilize resources to assist us as we continue to grow our digital footprint. Signpost allows us to meet the needs of our consumers and empower our franchisees to be proficient as small business owners. We would definitely recommend Signpost to any business small or large!"

DANIELLE CLARKE,  
DIGITAL MEDIA MANAGER  
THE LEARNING EXPERIENCE

## The Results

**Customer Records:** Thus far, Signpost has helped The Learning Experience to build and maintain over [44,000 customer contact records](#), allowing the Learning Experience to generate even more results across locations with best in class automated campaigns

**Feedback:** Signpost's automated campaigns have generated over [6,800 feedback responses](#) and [659 positive reviews](#) for The Learning Experience to date. These results provide TLE with deeply actionable insights into customer sentiment and ensure their online presence reflects their quality of service, critical for a business centered around childcare.

**Conversions:** With over [150 offer claims](#) and typical transaction values worth multiple hundreds of dollars, Signpost's intelligent, automated email communications have generated significant returns for The Learning Experience.