

CASE STUDY

Success stories from schools across Australia & New Zealand



BACKGROUND

Nicci is the Marketing & Communications Manager at Brighton Grammar School, an independent all-boys school in Melbourne.

They have approximately 1,300 students from ELC to Year 12 and communicate regularly with over 2,000 parents. Since implementing School Stream a couple of years ago, they have sent more than 1 million messages.

KEY STATS

School size:
1,300

Start date:
June 2016

App users:
2,739

Notifications sent:
1,000,000+



Brighton Grammar School ticks over one million notifications

Nicci Dodanwela
Marketing & Communications Manager

The need for a solution

We needed a single platform for communicating with parents about practical matters. There were so many messages flying around that were relevant to some parents and not others – we needed to be able to segment the audience into categories that we set up ourselves. We also needed multiple staff to be able to send urgent alerts at the last minute.

As a school, we were an early adopter of school apps, but we had outgrown our existing app. Also, technology had improved and so had parents' expectations about communications.

They wanted instant messages that they could refer back to easily, link to their personal calendars, look up maps, etc. We needed a digital platform that could handle all sorts of different message types.

Feedback from parents

"As a crazy busy mother of 4, School Stream is great. It's easy, sent to your phone and can be added straight to your calendar."

The best things about School Stream from our point of view

- Good customer service and training. I have appreciated the opportunity to do a webinar and the fact I can call Brad anytime and know he will be happy to help. It's also great to be able to refer a parent directly to him when they have an issue I can't resolve. Having said that, there hasn't been much troubleshooting to do.
- Very affordable.
- We can set a reminder to 'ping' parents the night before an event (teachers love this!)
- Offers a consistent form of communication so that parents know where to go.
- We have quite a few Chinese families and they appreciate the ease with which they can translate the messages they receive.

“Technology had improved and so had parents' expectations about communications.”

