BRAINBOX Offshoring

A Case Study

How Applied Education Maintains Operational Efficiency Without Sacrificing Compliance

About Applied Education

Established in 1999, Applied Education specialises in online accounting, bookkeeping and business courses. As a Registered Training Organisation (RTO), Applied Education qualifications are both nationally recognised and highly regarded by industry professionals and regarded as a Tier 1 training organisation for the financial services industry.

Business Need

In a hyper competitive environment where universities are increasingly encroaching into the traditional RTO market, providers must be relentlessly in search of operational efficiency without sacrificing compliance or service standards. This is challenging for small/medium RTOs that do not have the financial capacity and internal resourcing to establish large offshore teams.

To remain competitive, they must be able to access the same efficiency leverage that larger entities have access to.

Brainbox Support

Brainbox provided a customer support officer to:

- Respond to web-based support requests
- Resolve student and public inquires
- Build a knowledge base of common inquiries
- Actively participate in the enrolments team

Brainbox provided a CPA-qualified assessor to:

- Undertake assessment duties across a variety of courseware
- Under Australian assessor oversight, mark student assessments after lodgement
- Offer guidance and learning support through detailed comments
- Undertake reporting and other assessor back-office functions

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Outcomes

Applied Education is going through a period of transformation and growth from a traditional classroom-led RTO model to a more contemporary online-led model. Their new ethos includes sourcing the best talent anywhere that it is available and aligning systems and processes to accommodate. The result is access to a broader pool of well-qualified people and enhanced operational efficiency at all levels, positioning Applied Education to continue delivering high-quality financial education for the next 21 years.

> ***Brainbox** has been a fantastic addition to our customer support function. Precious has been an invaluable resource & brought an incredibly high level of professionalism and customer service. Her expertise has allowed us to support our customers even better than before. The flexibility of being able to schedule support hours when our customers need them means that we can be more responsive to their needs, and her friendly can-do attitude means customers leave the support queue feeling satisfied and cared for.*

Cameron Pilbeam
Enrollment Advisor