



ENGAGE CRM UK

# CASE STUDY

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// GREEN LABYRINTH TRAINING



# Green Labyrinth Training Case Study

## At a glance

EngageCRM UK has worked with Green Labyrinth for over 12 years, providing a flexible CRM solution that is a key part of the organisation's sales and sign-up processes and has helped toward its growth over the years.

Used daily for marketing campaigns, surveys and online enrolments for many different funding streams.

Read the full case study [here!](#)

## Key Metrics



**130+**

Active Users across 16 departments companywide.



**78K+**

Marketing Emails Sent including campaigns and newsletters.



**2000+**

Enrolments processed over 5 funding streams.



**1,000+**

Vacancies filled. Advertised and placed Apprenticeships.



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## KEY CHALLENGES FACED

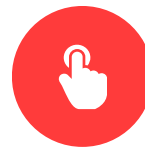


- **Centralising and processing data streams**
- **Different funding streams with different rules and paperwork**
- **Multiple departments and users with controlled access**
- **Spreadsheets used for sales pipeline**
- **Course administration and attendee management**
- **Exam booking process with awarding bodies**

## SOME IMPLEMENTED SOLUTIONS



**Enrolments, Aims and Exams**



**Vacancies & Job Placements**



**Marketing and bulk Emails**

## BENEFITS



- 1 Flexible online Enrolments**  
Multiple funding streams with online enrolment sign-up forms
- 2 Generate Paperwork > Docusign**  
Users can generate sign up to completion forms on paper or esign
- 3 Vacancies, Candidates and Job Placements**  
Centralised system for recruitment process
- 4 Exam Booking and Success Reports**  
Tutors can request exams and see grouped reports
- 5 Marketing & Email Campaigns**  
Event Planning, Surveys and Bulk email campaigns

## What Green Labyrinth Training had to say...

*"I use EngageCRM UK everyday for both the teams I manage, using the system to view staff calendars for meetings. Using reports is really flexible and I can generate caseload reports to prepare for delivery staff KPI and 1to1 meetings."*

- Andrea Gostling, Operations Director, Green Labyrinth Training