



Case Study: Solihull



Rachel Hadley-Leonard
Head of Marketing

“We had been considering an app for sometime as part of our digital strategy and we were looking for the most professional solution.

Many of the suppliers we looked at were offering basic DIY or Apps with very limited integration and support. We were introduced to Paul from Apptree by a contact at another school which had successfully launched an app.

Paul came to visit the school one afternoon and we had an open discussion about our requirements.

We explained to Paul that we had an online calendar and sports fixtures & results provided by the Schools' Sports system. We supplemented with a series of letters home and reminders about upcoming events. Our primary aim for the App was to consolidate our communications to parents.

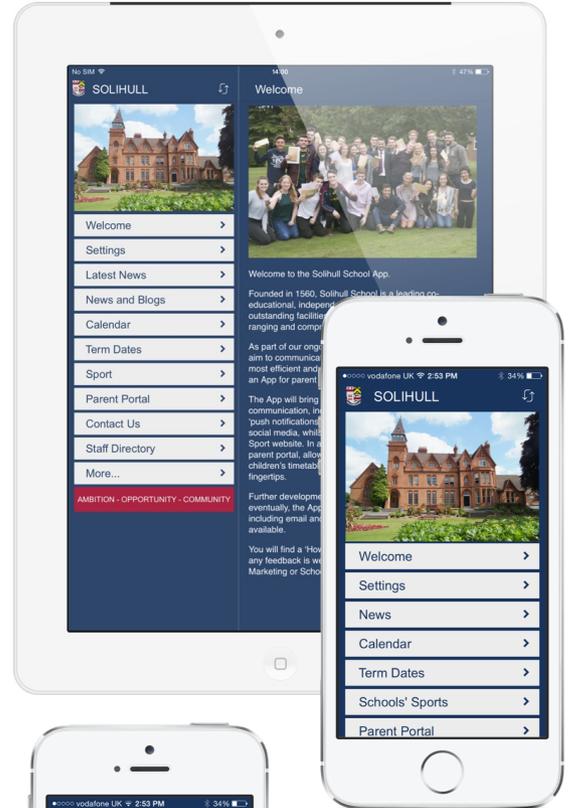
Paul gave us some examples of how other schools had used the launch of an App to clarify their communications with parents, remove duplication and save cost.

This discussion helped us identify exactly what processes we could change and what we needed in the app and enabled us to settle on our design.

Over the next two weeks Paul's team set about creating a prototype App which we were able to download and trial with some of our senior staff, governors and parents. This gave us a lot of different feedback and made us rethink some of our assumptions. I was really impressed by Paul and the Apptree team as they were able to help us accomplish many of the suggestions. They viewed this as an essential part of the process.

When we were all tested and signed off, Apptree helped us with the launch. Paul provided all the launch materials and set up a helpdesk for any questions from parents.

The App is available from the Apple and Android Stores. As a native App it is lightning fast so parents can use it with or without an internet connection.



The Calendar is linked directly to our school management system so it always up to date.



In the News Feed we display our feeds from Facebook and Twitter as well as highlighting other important events.

We launched our App at the start of the new school year in September and we instantly got 500 downloads and some fantastic feedback from parents.

The new App talks directly to our school management system which contains our school calendar and because the App can now provide parents with real-time calendar information in their pockets, we have reduced many of the supplemental paper reminders and letters home about calendar changes and additions.

Because we produce so much information throughout the Junior School, Senior School and the Sixth form we needed some method to allow parents to filter and see the information that is most relevant to them. Apptree managed to segment the information and created a setting page to enable parents to choose how much information they want to see in the App.

Whenever there is something urgent or important we can send out push notifications which pop up as messages on the parents' phones. Having a mobile communication channel stands to save us considerable cost and makes for very happy, well informed parents.

Launching the App was just the beginning, Paul and I continue to meet regularly, we review the download and usage stats and talk through new ideas, our plan is to have an improvement or something new for our parents nearly every month. Deploying the App has stimulated and re-energised communications with parents. From this we have received lots of great ideas which I am confident that by working hand in hand with Paul and Apptree the App will continue to evolve in the future."

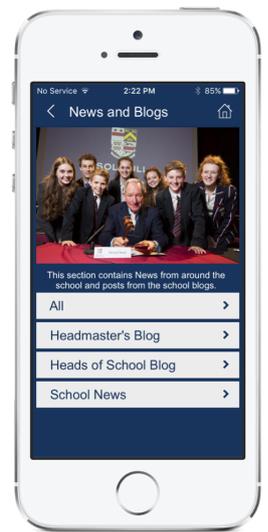
About the creator- Apptree is a marketing company that helps businesses leverage mobile technology to complement their marketing and communications efforts.

Our expert team consults with clients to understand their unique requirements and provides real business insight to formulate an integrated marketing strategy.

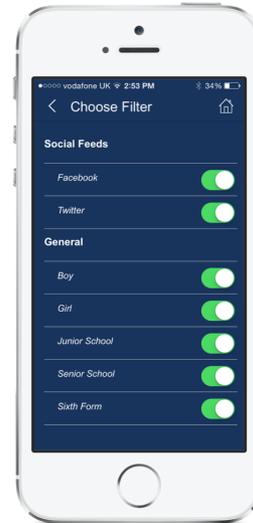
Using Apptree's own mobile platform, our support team can create the highest specification, professional apps and offer unparalleled ongoing technical and business support.

If you would like to discuss mobilising your marketing and communications with an Apptree app, please email us on contact@apptree.co.uk

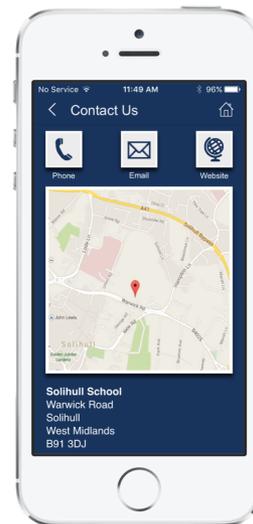
All important information is now on the App in parents' hands instead of the bottom of school bags which makes life much easier and means no more printing!



Settings allow the parents to choose what information they wish to see and which notifications they wish to receive from the App.



The App includes lots of relevant information for parents including term dates, school policies, a direct link to the Parent Portal and much more.



The App also contains lots of helpful features such as the ability for parents to save calendar events to their own diary, GPS maps and the ability to email or telephone directly from the App.

