



## Case Study

### French Institute Alliance Française

#### Overview:

Loïc Audusseau, the Director of Information and Technology for French Institute Alliance Française in New York was responsible for replacing and integrating their existing online registration and database management system.

After lengthy research and a history of working with their existing online registration system the migration to upgrade to Thriver's Online Registration and Database Management System was made.

The Thriver solution was implemented to streamline operations, increase staff efficiency and enhance the client relationship with French Institute Alliance Française.

## Challenges:

- Although online registration was previously used, it did not integrate with their database.
- FIAF employees had to manually re-enter information that was collected online into their database which was costly and time consuming with 7,000 registrants.
- Software limitations created significant employee bottlenecks in the registration process.
- The system was not integrated to handle teacher assignments, room availability, or resource management.
- Students were not guaranteed enrollment at time of online registration because there was no real-time capacity integration with the database.
- This system led to poor customer service, lack of access to data, and a limitation to the number of potential registrants.

*“Thriva’s Web services have streamlined courses registration for our language center enabling us to provide more efficient services to the students as well as saving time and cutting down the huge workload associated with the registration process. Thriva is sophisticated enough to provide for all our specific needs yet easy for volunteers with minimal computer skills to use. Today we have 80% of our entries going online”* Loïc Audusseau, the Director of Information and Technology for French Institute Alliance Française.

## Solution:

- Tested over 15 software applications and the IT department selected Thriva.
- Thriva was the only system meeting all of their needs and that custom developed features specifically for them.

*“We did extensive research. Thriva happened to be for us the most cost-effective system available on today’s market. We never came across an application that was so well thought out, so comprehensive and well documented for that cost.”*

## Results:

- Online registration happens in real time, 24 hours a day, 7 days a week for better customer service.
- Data automatically goes into the database and students are guaranteed a spot at time of registration.
- Students, staff, scheduling, and resource management is all accessible in one system.
- Since everything is automated, there is no need for FIAF employees to be involved in registration of each student.
- Registrants automatically have online accounts where they can register for more classes, purchase books, or fill out surveys.
- Students can update their information online and pay balances saving the staff time
- Teachers can print out rosters without contacting the main office.
- Extensive financial reports and statistics are available to allow FIAF to better market its course offerings.
- Reports can be customized using HTML
- With increased efficiency, staff can be more effectively utilized to capitalize on their skills rather than data entry.
- Current staff can refocus their attention on broadening the customer base and bringing in additional revenue for FIAF.
- With faster and better service, FIAF can aggressively grow its programs, cut administrative costs, and help the language center operate more efficiently.

*“We understand the value of online registration for our students and wanted to work with the best technology company. With technology that is a cut above the rest (room planner, calendar tool, waitlists, online student accounts and much more), with professionals that stand ready to assist, and with easy to use reporting and communication features, it’s no wonder Thriva crushed the competition and currently remains the best value on the market.”*