

Infusionsoft Helps Educational Program Flourish

BACKGROUND

Raj Shah saw a problem with education. He noticed that kids just weren't excited about learning math, and he felt schools weren't doing a good enough job teaching it. So, Shah quit his job at Intel, where he had worked for nine years, to develop Math Plus Academy.

"We educate kids, from kindergarten to high school, in mathematics. Our job is to get kids excited about math," says Owner Raj Shah.

CHALLENGES

When Shah started his business, he realized there was a lot of manual work he had to do himself, like tracking his contacts and sales on Excel spreadsheets. He would only send emails occasionally and wasn't able to do much follow-up. Additionally, Shah wasn't able to spend enough time developing his educational program because he was focusing entirely on keeping his business afloat.

"I had been in business for about a year — maybe a year and a half — and we were treading water," says Shah. "I wasn't spending enough time talking to parents; getting out there; networking and letting people know what my business was all about. Instead, I was spending most of my time behind a desk."

SOLUTION

As a way to get back to what mattered most, Shah went looking for an application that would simplify the business processes he was performing manually. He found Infusionsoft and decided to try it.

"Since implementing Infusionsoft, I've discovered so many ways to use the system," says Shah. "I can now follow up with my customers; run contests; and branch out into social media to generate interest and engagement about Math Plus Academy. We leverage Infusionsoft in ways that I never even imagined. It has completely revolutionized how we market and sell."

RESULTS

With Infusionsoft, Math Plus Academy reduced the time spent on subscription billing from 25 hours per month to less than three hours. When Math Plus Academy decided to run their first contest using Infusionsoft, they expected maybe 20 entries. In reality, they had 200.

Shah says he improved his small business lead generation and sales. Most importantly, though, with Infusionsoft, Shah found he had more time to devote to creating meaningful relationships with his customers and an exceptional educational environment for his students.

"Infusionsoft helps me run my business — it's as simple as that. Now that I have it, I don't see how anyone could live without it."

— Raj Shah
Owner, Math Plus Academy

FAST FACTS

Company: Math Plus Academy

Owner: Raj Shah

Employees: 35

Revenue: More than \$400,000

Years in Business: 5

Industry: Education

Location: Powell, Ohio

Customer Since: July 2009

Website: www.mathplusacademy.com

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