

KPI Analytics

CLIENT CASE STUDY

Leaps



Committed to helping school districts nationwide improve attendance and address student behavioral concerns, Leaps is serving school districts and juvenile justice initiatives coast to coast. It boasts an extensive lesson library and powerful array of interactive assessment tools.

Challenges

Leaps epitomizes a smaller, dynamic company that has attained a noteworthy level of success thanks to its partnership with KPI. By outsourcing all of its lead generation efforts, Leaps leadership needed to stay focused on fulfilling its mission. Leaps has outsourced all of its appointment setting to KPI, which also helps refine and maintain a very specific contact list. KPI has also provided marketing automation solutions that are getting the Leaps identity and messaging before a select, influential audience of educators and advocates.

KPI Advantages

KPI has been so successful with Leaps that the company hired one of KPI's reps. As articulated by the company CEO, "KPI Analytics has proven to be an invaluable partner, helping us find actionable sales opportunities for our online social and emotional development application within the US K-12 education market. [KPI] technology, accountability systems, and ongoing training have helped us immensely, improving and accelerating our overall sales and marketing processes."



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