



Thrive Early Learning Centre Boosts Enrolments by 50% with LineLeader Enrol Integration

Thrive Early Learning Centre is a premium childcare provider, renowned for high-quality education and a family-first approach. Across its 16 New South Wales and Victoria centres, Thrive fosters nurturing, innovative learning environments while supporting meaningful family engagement.

As the organisation grew, operational processes struggled to keep pace. Each centre managed enquiries, tours, and enrolments differently, creating fragmented workflows, inconsistent experiences, and limited visibility.

Partnering with LineLeader's Customer Success team marked a major shift. Together, they mapped the full family journey and identified opportunities to automate, personalise, and measure each touchpoint.

Data-Driven Visibility and Smarter Decisions

LineLeader's reporting and dashboards provided immediate clarity: every centre's performance, lead sources, and campaign outcomes became visible.

"By optimising how we use LineLeader, we transformed our data quality and decision-making. Accurate tracking gave us clearer insights into lead sources and conversion performance, enabling us to focus on qualified leads and drive a more efficient customer journey."

Insights allowed Thrive to tailor marketing strategies for each community instead of a one-size-fits-all approach. Monthly reviews now highlight campaign performance, conversion rates, and occupancy trends, replacing guesswork with confident, data-backed decisions.

Aligning Teams Around Shared Goals

LineLeader also helped establish transparent KPIs across all 16 centres:

- Qualified Leads: Targeting families aligned with Thrive's values
- Tour Bookings: Achieving 60-70% conversion from leads to tours
- Enrolments: Maintaining 70% conversion from tours to enrolments
- Attrition: Keeping turnover below 2% per centre (excluding school leavers)

Automated communications reinforce these goals, including personalised follow-ups 30 days after enrolment. Insights inform staff training, performance reviews, and targeted support.



Key Facts

Locations: 19 centres
across NSW & VIC

Customer since: 2019
Products: Enrol

The Results

- 40-50% increase in monthly enrolments
- 12-13% rise in occupancy within the first year
- Full visibility into campaign performance
- Enhanced family engagement via SMS and automated follow-ups

"Everyone supports using LineLeader because it's intuitive, flexible, and adapts to each centre's unique needs. It allows us to personalise messages and be tactical locally."

— Thrive Early Learning Team

Turning Outreach into Enrolments

Previously, marketing visibility ended once a lead entered the system. Now, campaign tracking and UTM data connect every touchpoint - from digital ads to local events - directly to enrolment outcomes.

“LineLeader allows us to track leads through the full customer journey. These insights inform our monthly reviews, showing campaign performance and conversion outcomes to our owners.”

This transparency enabled strategic investment in community initiatives like Baby and Me, Explore and Play, and School Readiness programs. Even a modest conversion - one enrolment per ten qualified leads - delivers ROI while building engagement and brand advocacy.

Engaging Families Through Automation

Recognising that modern families prefer text-based communication, Thrive implemented LineLeader's automated SMS workflows for tour reminders, re-engagement campaigns, and follow-ups.

“The SMS capability was huge. Once we started using it fully, we got massive response rates. It's been a game-changer for how we communicate with families.”

Automation saved hours of manual work each week, increased responsiveness, and strengthened trust. Within a year, monthly enrolments grew by up to 50%, peak months reached 110 new enrolments, and occupancy rose by 13%.

Standardising High-Quality Experiences

Mystery-shopper tours revealed inconsistencies across centres, prompting a redesign of the tour process with LineLeader's automation and Tour Kiosk technology. Digital check-ins replaced manual sign-ins, captured walk-in leads automatically, and personalised each tour to the child's age and interests.

“Implementing tour kiosks helped capture previously missed walk-in leads, improve nurturing, and enhance professionalism by replacing manual processes.”

With technology paired with thoughtful centre design, every family now experiences a consistent, warm, and memorable introduction.

“We used to be reactive, working week to week. Now we're structured, strategic, and connected – not just internally, but with the families and communities we serve.”

– Thrive Early Learning Team



LineLeader provides award-winning CRM software for Early Childhood Education and Care providers.

Centre Managers and Executives across Australia, the United Kingdom, the United States, and more all use LineLeader to organise leads, save staff time, grow enrolment, and get insight into business performance.