

Little Locals Transforms Enrolment Efficiency with LineLeader Enrol + Kidsoft Integration

Little Locals Early Learning is a progressive childcare provider known for its nurturing environments and commitment to helping children grow, explore, and thrive. With multiple centres in its network, Little Locals focuses on building strong, lasting relationships with families while delivering exceptional early education.

As the organisation expanded, managing increasing enquiries, tours, and enrolments became challenging. It was clear a more streamlined, connected system was needed to handle growth effectively.

The Challenge: Manual Processes and Limited Oversight

Before integrating LineLeader Enrol with KidSoft, Little Locals relied on time-consuming manual processes—spreadsheets, emails, and repetitive data entry. This fragmented system made it difficult to track enquiries and slowed communication with families.

Leadership recognised the need for an automated, centralised solution to boost efficiency, improve accuracy, and enhance visibility across all centres.

A Smarter Way to Manage Enrolments

The LineLeader Enrol and KidSoft integration has completely transformed how Little Locals manages enrolments. From the first enquiry to final confirmation, data now moves seamlessly between both systems—eliminating double entry and reducing the risk of human error.

Automated workflows handle bookings, communications, and follow-ups, freeing staff to focus on what truly matters. With less administrative burden, educators can devote more time to supporting children, connecting with families, and enhancing learning experiences.

Customer Key Facts

Locations: 12

Customer since: 2021

Products: Enrol



“Most of our centres actually don’t need a full-time admin role anymore. With the right setup and training, we can share admin staff across locations, which has been a huge efficiency win,” says Tijana from Little Locals.

— Little Locals Early Learning Team



A Seamless Experience for Families

For parents, the enrolment process is now consistent, efficient, and stress-free. Automated communications keep families informed at every stage, ensuring clarity and professionalism across all centres.

The process feels personal yet streamlined, giving parents confidence that their child's journey is being handled with care and precision.

Tailored for the Early Education Sector

Little Locals values solutions built specifically for childcare operations. The combination of LineLeader Enrol—a childcare-focused CRM—and KidSoft—a dedicated CMS—enables the team to manage the entire family journey effortlessly.

“Both platforms are best at what they do individually. Once everything is set up properly, you don't need to keep adjusting it — meaning we can spend more time with our teams and families instead of managing systems.”

LineLeader's responsive support team and regular training sessions further ensure the partnership remains strong and future-ready.

Advice for Other Providers

For centres still relying on manual tools or disconnected systems, Little Locals offers clear advice:

“We highly recommend integrating KidSoft with LineLeader. It gives you more time to focus on running your centre, supporting happy staff, and building relationships with families.”

With LineLeader, Little Locals Early Learning has:

- Saved hours each week by eliminating duplicate data entry
- Automated communication to deliver consistent family updates
- Reduced admin workload and shared administrative roles across centres
- Gained real-time visibility into enquiries, waitlists, and enrolments
- Delivered a consistent, professional experience for every family



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.