



Streamlining Enrolments and Strengthening Family Connections at Sparrow Early Learning

Sparrow Early Learning is a trusted name in early childhood education, guided by The Sparrow Way – a modern, play-based approach inspired by Reggio Emilia and aligned with the Australian Early Years Learning Framework.

With a focus on creativity, independence, and community, Sparrow offers a nurturing “home away from home” for families across the country.

However, as Sparrow expanded, so did its challenges. Managing a growing number of enquiries, tours, and communications across multiple locations became increasingly complex and time-consuming.

The Challenge: Manual Systems Slowing Down Growth

Before LineLeader Enrol, Sparrow’s teams spent hours every week juggling phone calls, spreadsheets, and scheduling conflicts.

This manual system often resulted in:

- Missed opportunities and delayed follow-ups
- Inconsistent communication between centres
- Lost leads and frustrated families

The administrative load was heavy, and staff had less time to focus on what mattered most – building relationships and supporting enrolments.

Boosting Operational Efficiency & Staff Experience

By introducing LineLeader’s Parent Scheduled Tours and Kiosk functionalities, Sparrow automated the entire tour scheduling process. Parents can now view real-time availability and book instantly – eliminating manual coordination and delays.

Staff no longer spend excessive time managing bookings or sending reminders. Instead, they focus on high-value tasks such as personalised follow-ups, enrolment conversion, and relationship building.

“Automation has freed our teams from repetitive admin, allowing them to focus on what truly matters – engaging with families and supporting new enrolments.”

– Sparrow Early Learning Team

Customer Key Facts

Locations: 60 centres across

QLD, VIC & WA

Customer since: 2018

Products: Enrol

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With LineLeader, Sparrow Early Learning has:

- Accelerated tour bookings as parents schedule instantly online.
- Reduced no-shows with automated reminders that keep families engaged.
- Increased conversion rates as more tours are completed within 24-48 hours of enquiry.
- Streamlined operations and freed staff from repetitive scheduling tasks.
- Enhanced family experience through seamless, inclusive, and transparent communication.

Capturing More Leads & Converting Faster

With instant confirmations and automated reminders, Sparrow has seen a significant improvement in conversion speed – most tours are now completed within 24–48 hours of enquiry.

In-person Kiosks have also enhanced lead capture by ensuring every walk-in enquiry is recorded digitally. This seamless data flow has strengthened Sparrow's top-of-funnel visibility while removing manual data entry.

Automated reminders have further reduced tour no-shows, ensuring efficient use of staff time and resources.

“LineLeader gives us complete visibility and control over our tours and enquiries. The time savings and efficiency gains have been remarkable – it's changed how we operate every day.”

— Sparrow Early Learning Team



Enhancing Visibility & Coordination Across Locations

Centre Managers now have a clear overview of their own service tours, while Area Managers maintain visibility across their state. This real-time transparency supports better planning, resource allocation, and performance tracking.

Previously, Sparrow needed dedicated staff to handle bookings across locations. With LineLeader, this manual workload has been virtually eliminated, allowing teams to operate more efficiently and scale effectively.



Strengthening Parent Communication & Inclusivity

LineLeader's digital communication tools have revolutionised how Sparrow connects with families. Automated updates, confirmations, and digital forms ensure no message is missed.

Self-service tour booking has also been a game-changer. Parents can book tours anytime, even just two hours before, with real-time visibility up to four weeks in advance.

For Sparrow's staff, this flexibility offers better control over availability during peak or low staffing periods.



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.