



Story House Early Learning

Growth & Scale

Story House has experienced significant growth, adding 15 new services over the past two years to reach a total of 51 locations nationwide. This expansion, driven through both new builds and strategic acquisitions, reinforces their mission to provide high-quality early childhood education.

LineLeader Enrol has been instrumental in supporting this growth by streamlining and standardising the enrolment process across all locations. The platform enables consistent enquiry management, automated communication, and real-time visibility into the enrolment pipeline. This has been particularly valuable during periods of expansion, ensuring prospective families are engaged early and service teams are fully supported from day one.

By providing the scalability and operational efficiency needed, LineLeader Enrol allows Story House to grow without compromising on quality or the family experience.

Brand Standardisation

Maintaining a consistent, high-quality experience for families is a core priority, particularly during periods of rapid growth. To achieve this, Story House has implemented centralised processes for managing enquiries, enrolments, and communication, all supported by LineLeader Enrol.

The platform ensures standardised messaging, automated follow-ups, and full visibility across all locations. Every interaction—from initial enquiry responses to tour confirmations—reflects the Story House tone and values.

While automation provides structure and efficiency, service teams are trained to deliver a warm, personal touch. This combination of technology and human connection ensures a seamless, professional, and emotionally engaging experience for every family throughout the enrolment journey.

By embracing automation, Story House has reduced administrative burden, minimised inconsistencies, and enhanced the enrolment experience across all services.

Customer Key Facts

Locations: 51

Customer since: 2019

Products: LineLeader Enrol

“LineLeader Enrol has helped us centralise communication, automate key touchpoints, and gain real-time visibility into our enrolment pipeline.”

Jackie Daniels, Head of Family Experience at Story House Early Learning

With LineLeader Enrol, Story House:

- Easily track performances
- Enhances communication to increase lead capture
- Sees where enquires are coming from and how quickly they're converting

Whitelabelled CRM & Brand Image

Using a white-labelled version of LineLeader Enrol has strengthened Story House's brand presence. Families encounter familiar branding—logos, colours, and tone of voice—from the very first interaction, creating a seamless, professional experience that builds trust and reinforces brand identity.

Feedback has been overwhelmingly positive. Families appreciate the smooth, welcoming communication that feels personalised to their local service, while Service Managers value the platform's customisation options. Tailoring messaging to local communities, while maintaining brand consistency, has fostered a sense of shared ownership across teams.

This balance of brand alignment and flexibility enables Story House to deliver a polished, consistent experience at scale, while empowering individual services to contribute to ongoing improvements.

Efficiency & Strategic Oversight

Implementing a single, standardised platform has transformed Story House's CRM management and strategic decision-making. LineLeader Enrol provides real-time visibility across all services, allowing teams to track performance, monitor enquiry flow, and identify where follow-ups or support are required.

With all services operating on the same system, Story House can deliver consistent training, benchmark results, and share best practices efficiently. The platform supports detailed tracking of key metrics—such as conversion timing, lead sources, and enquiry volumes—offering a clear view of what drives enrolments.

These data-driven insights enable proactive support and targeted marketing. High-performing services can serve as models, while underperforming areas are addressed promptly. Overall, LineLeader Enrol empowers Story House to make informed, strategic decisions that improve enrolment outcomes, boost occupancy, and support sustainable growth nationwide.

Advice to Others

For growing providers, maintaining brand consistency while scaling is one of the greatest challenges—but also one of the most critical. The key is to invest in the right systems early. Relying on manual processes, inconsistent messaging, or a service-by-service approach makes it difficult to deliver a cohesive brand experience as you expand.

A vertical-specific CRM like LineLeader Enrol can make all the difference. Designed for early education, it supports the unique needs of the enrolment journey and family communication. It standardises messaging, automates touchpoints, and tracks performance, all while keeping your brand voice front and centre.

Ultimately, it is not just about efficiency—it is about building trust with families and laying a strong foundation for sustainable growth.



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.

