



## Client Services Manages an Educational Partner's Daily Online Course Needs

*"Often critics charge that eLearning is too impersonal to keep the attention of high school students. By using eClassroom's Learning Management System and associated services, including ClassLive Pro, Gwinnett County can now personalize the online classroom experience."*

– **Matthew Waymack,**  
Director,  
Gwinnett County Online Campus

The day-to-day demands of a fully online education program can stretch any administrative staff to the breaking point—enrollment pressure during the start of school, reporting program performance, user administration, communicating assessment results at year-end and planning for future growth. For these continual demands, eClassroom provides our Educational Partners with the Client Services team of consultants.

By streamlining and simplifying all day-to-day operational aspects of delivering an online program, the Client Services Consultant complements a school's staff. eClassroom's Client Services team provides its partners with years of online operations management expertise and support.

The eClassroom Client Services Consultant is an extension of a school's eLearning operations team. This individual is a school's single-point of contact for all program management needs, even during critical times such as the start of a new school year, dramatic enrollment growth and new program start-ups.

### Administrative and Technical Support

As a school's personal advocate, advisor and administrator at eClassroom, the Client Services Consultant not only supports all term and course administration, user management, communications and reporting needs, but also acts as the on-site representative for all course, portal and program development activities at eClassroom to ensure successful execution. Beyond the value of Client Services Consultants' day-to-day responsibilities, it's their dedication to the Educational Partners they serve that really makes the difference.

### Efficient Operational Relief

eClassroom enables schools to focus on what they do best—foster student growth and success while eClassroom does what it does best—support high-quality online learning programs. The eClassroom Client Services team offers operational efficiencies to keep an Educational Partner's in-house administrative and support staffing costs down. Further, eClassroom helps avoid potential disruptions from normal organizational turnover and upkeep, while providing smooth, day-to-day operational support through the continuing evolution of technology and techniques in online education.

### Educational Partners

*Customer service and support are central to the eClassroom business model. In fact, eClassroom treats each client as an Educational Partner, sharing in the successes and challenges of the school's course and program goals.*

## Client Services Ensures Program Success and Growth throughout the Program Life Cycle

*Online programs have a predictable life cycle. It's a process with a beginning, middle and end that leads to a new beginning. Throughout the program life cycle, the experienced eClassroom Client Services Consultant keeps all phases of the process on track by providing program management support to the Educational Partner's administrative team.*

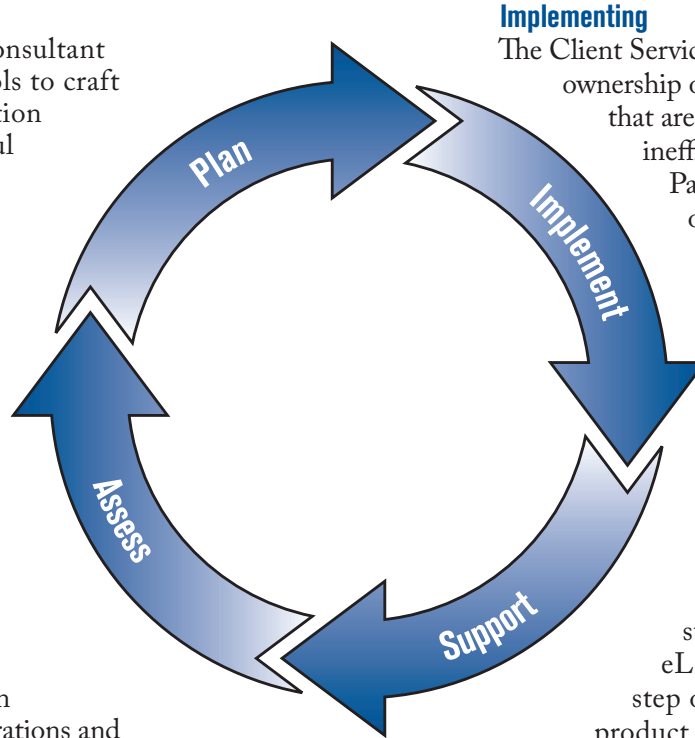
### The Program Life Cycle

#### Planning

The Client Services Consultant coordinates with schools to craft a detailed implementation timeline for a successful online launch. With the timeline in hand, the consultant then supervises the activities that must be accomplished to launch a successful online program.

#### Assessing

The Client Services Consultant performs assessments throughout the year to gauge program success. These assessments range from course evaluations and administrator satisfaction surveys to quarterly operations and partnership reviews, annual executive briefings and help desk satisfaction surveys.



#### Implementing

The Client Services Consultant takes ownership of many operational details that are often cumbersome and inefficient for Educational Partners to complete on their own. These implementation tasks range from course creation and course copying to enrollment management and process improvements.

#### Support

The Client Services Consultant serves as a liaison between eClassroom and its Educational Partners, supporting a school's eLearning personnel every step of the way through new product enhancements and releases, as well as through any other day-to-day operational tasks.

**Plan • Implement • Support • Assess**