



Case Study: The St Augustine's Priory App



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We had been considering an App for the school for some time as part of our digital strategy but we hadn't found the right solution.

We were introduced to Paul from **appTree** by a contact at another school which had successfully launched an **appTree** App.

Paul came to visit the school one afternoon and met with myself and a colleague from our IT team. I expected the meeting to be a very 'technical' discussion but Paul simply asked about how we communicated to parents, what worked and what did not.

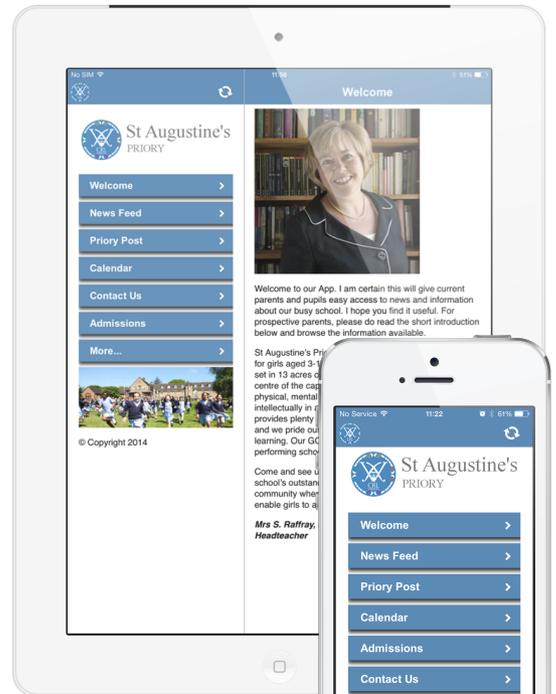
We explained to Paul that we produced a regular series of newsletters, 'Priory Post', which were printed on hardcopy for school bags, put onto our website and also emailed to parents. The process was quite onerous in terms of formatting and printing and we were never sure if the newsletters ever made it home in the school bags! We also had an online calendar, termly calendars and a series of letters home and reminders about upcoming events but we were seeking to consolidate our communications.

Paul gave us some examples of how other schools had used the launch of an App to clarify their communications with parents, remove duplication and save cost.

The discussion helped us identify exactly what processes we could change and what we needed in the App and we settled on our design.

The new App automatically talks to our school management system which contains our school calendar and because the App can now provide parents with real-time calendar information in their pockets, we have reduced all the supplemental paper reminders and letters home about calendar changes and additions. This stands to save us considerable cost.

The App is on Apple and Android Stores. Being a native App it is lightning fast and the parents can use it with or without an internet connection.



The Calendar is linked directly to our school management system so is fully up to date at all times!

In the News Feed we can display our feed from Twitter as well as highlighting other important events.



The App also hosts our Priory Post news articles, displaying them on the App and also automatically displaying them on our website via a special **appTree** 'plug in'. This means we don't have to enter information into multiple places in different formats.

Another great feature of the App is the News Feed. This picks up our Twitter posts and displays them on the App, along with any really important items from the Priory Post or items from the calendar. The News Feed also sends a little red notification badge to the devices each time there is something new.

Whenever there is something urgent or important we can send out push notifications which pop up as messages on the parents' phones.

appTree fully supported our launch, Paul produced all the materials we would need, a staff briefing sheet detailing all the changes to process, a brochure for parents and a launch email along with graphics for our website. **appTree** also provided a dedicated email address for our staff and parents to contact if they need help downloading the App or to send any feedback and good ideas for improvement.

Launching the App was just the beginning, Paul and I continue to meet each week, we review the download and usage stats and talk through new ideas, our plan is to have an improvement or something new for our parents nearly every month.

Many of the App suppliers we looked at offered DIY or limited support Apps, these appeared cheaper but we benefited from having a dedicated project manager to steer us in the right direction and make it happen. Investing in **appTree** with its support and expertise we are able to develop our communications strategy to the fullest.

About the creator - appTree is a marketing company that helps businesses leverage mobile technology to complement their marketing and communications efforts.

Our expert team consults with clients to understand their unique requirements and provides real business insight to formulate an integrated marketing strategy.

Using **appTree**'s own mobile platform, our support team can create the highest specification, professional Apps and offer unparalleled ongoing technical and business support.

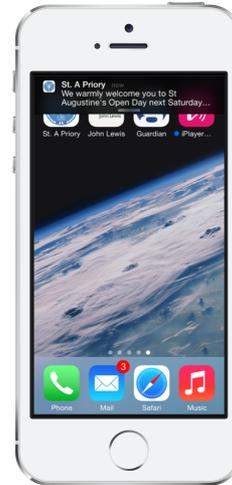
If you would like to discuss mobilising your marketing and communications with an **appTree** App, please email us on contact@apptree.co.uk

appTree

Our Priory Post feature articles are now in parents' hands instead of the bottom of school bags which makes life much easier and means no more printing!



If anything changes, the App will alert users with live notifications.



The App also includes lots of relevant information for parents including the lunch menu, extra curricular activities and much, much more.



The App has lots of helpful features such as the ability to save calendar events to your own diary, maps and the ability to email or telephone directly from the App.

