



Simplifying complexity:

**One platform to  
run the business**

 UpScale

# The story of how a business with 180 staff was controlled by one simple, intelligent system.

Kids Unlimited's operations were running hot. In the ultra-competitive primary school enrichment space, they were in high demand. Their business offers convenient and engaging extracurricular programs for thousands of students at schools across Melbourne, Adelaide, Sydney and Brisbane. **But in a compliance-thick sector, as the revenue grew, so did operational complexity.**

That's when an expert team of business analysts and software developers from **UpScale Solutions** came to the rescue.

They built a single, intelligent system for Kids Unlimited called "KU Zone", replacing messy, disconnected tools with a single enterprise operations platform to manage enrolments, payments, staffing, scheduling, communications, reporting and governance.

## Snapshot | Client: Kids Unlimited Follow your passion

**What they built:** KU Zone, an Enterprise Operations Platform to replace six disconnected software-as-a-service (SaaS) systems.

**Operating model supported:** High-volume, high-touch service delivery across many users and roles (parents, teachers, coaches, admins, management)



Fee Collections rose to 99.85% (bad debts to <0.15%)



Manual creation of enrolment forms was eliminated entirely



Inbound enquiries dropped from 150 calls per day to 50 calls per day



Communication with coaching staff was reduced from 6 phone calls per class to 0.2 per class



Operations were run by 2 people, compared with competitors with 20 back-office staff

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*"Kids Unlimited took six disconnected platforms and turned them into one system to run the entire business: enrolments, payments, scheduling, reporting and governance."*



## The challenge

Kids Unlimited had the classic “grown too big for spreadsheets” problem:

- ✓ Service delivery depended on manual coordination (forms, calls, staff follow-ups and reminders).
- ✓ Payments and collections created risk because small transaction values meant that it was uneconomical to chase missed payments. Without automation late payments and missed follow-ups became avoidable bad debts.
- ✓ Operational visibility was limited (reporting came after the fact, not as decisions were being made).
- ✓ Multiple stakeholders needed access, but with strict controls (different permissions for different roles).

**This is the same pattern local councils face** across departments: customer service, bookings, payments, internal approvals, reporting and compliance all spread across business units using different systems that don't talk to each other.

## The turning point

**UpScale Solutions** built a single intelligent system that handled the operational work end-to-end:

- ✓ Enrolment and self-service transactions
- ✓ Automated communications and reminders
- ✓ Staff scheduling at scale
- ✓ Real-time reporting across key performance indicators (KPIs)
- ✓ Governance: Automated compliance checks and staff inductions including Working with Vulnerable People check (WWVP) and insurances. Created role-based permissions and full audit logging.
- ✓ Revenue optimisation logic (pricing algorithm)

**Importantly, the outcomes weren't driven by cutting staff. Kids Unlimited simply operated far more efficiently than its competitors.**



## What UpScale Solutions delivered

### A business platform, not another SaaS tool

The platform combined the critical functions that typically live across 6 systems:

- ✓ **Revenue operations:** Customer relationship management (CRM), pricing logic, invoicing, payments, integrations (eg. Xero)
- ✓ **Operations:** Scheduling and service delivery workflows across ~180 staff
- ✓ **Service:** Self-service portal, customer status visibility, incident tracking
- ✓ **Management:** Real-time dashboards and drill-down reporting
- ✓ **Governance:** permissions by role, approvals and audit trail



## Results

### 1. Admin Efficiency at Scale

- ✓ Operations ran with **2 FTE instead of 20**
- ✓ End-of-month payroll reduced from **1 day to 1 hour**
- ✓ Manual enrolment forms eliminated entirely

**What this proves:** cost-to-serve collapses when the system does the coordination work.

### 2. Throughput & Scale

- ✓ Scheduling capacity increased from 10 coaches to 80
- ✓ 9%+ transactions self-service
- ✓ Communication per class reduced from 6 calls to 0.2

**What this proves:** the platform is built for real operational volume, and can scale with your organisation.

### 3. Real-Time Visibility & Decision Control

- ✓ Reporting latency reduced from 7 days to real-time
- ✓ Drill-down reporting into incidents and customer issues

**What this proves:** faster turnaround, fewer backlogs and smoother customer service.



## 4. Governance and security

- ✓ Role-based access control: Implemented 13 distinct roles, each with specific access permissions.
- ✓ Audit trail completeness: Every action was logged with user details, supporting audit of data changes and accountability.

**What this proves:** fewer errors and fewer “where is this up to?” interruptions.



### If you take one thing from this story it's this:

If your organisation is running critical workflows across spreadsheets, email inboxes, and disconnected SaaS tools, UpScale Solutions can help you consolidate operations into a single intelligent system that reduces cost-to-serve, speeds up service delivery, and improves governance.



**Let's Chat**

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