



AMAZING SKILLS LTD - CASE STUDY

**How Steve helped one  
company save \$50,000 in  
first week of working with  
them.**

automate | AI | systems | data-informed decisions

AMAZING SKILLS LTD - CASE STUDY

# Overview - setting up ClickMovements/GHL CRM, Automations and AI

Amazing Skills Australia is a leading vocational training provider based in Canberra, known for offering a diverse range of skill development programs. Despite their high-quality courses and dedicated instructors, they faced significant challenges in scaling their business due to disorganized customer management, inefficient marketing strategies, and reliance on manual processes.

# Challenges

- 1. Disorganized Customer Management:** The company struggled to maintain and track customer interactions, leading to missed follow-ups and inefficiencies in communication.
- 2. Ineffective Marketing:** Their marketing efforts were not effectively reaching their target audience, resulting in low enrollment rates.
- 3. Manual Operational Processes:** Many of their processes were manual, increasing the workload for staff and leading to inefficiencies.
- 4. High Costs of Traditional CRM Solutions:** Considering alternatives like HubSpot, the costs were prohibitively high, with annual expenses and setup fees that scaled with growth.



**"What a mess our systems were before we found you, Steve. We really appreciate your work. Thank you. Thank you for holding our hand while we got set up.**

**So the magic of how ClickMovements works is once I literally click on that customer on the pipeline, I dragged them from new inquiry to customer, BAM!, and then they receive automated emails and text messages at particular points of time maybe 10 minutes later, 30 minutes later, or whatever.**

**We were going to actually employ a new staff member and we don't need to now because ClickMovements has replaced the need for an extra staff member.**

**You guys, you got your flat rate and transparent pricing that doesn't punish you for being good at life and business."**



**MICHAEL CLARK**

CEO AMAZING SKILLS. CANBERRA,  
AUS

# Solution Implementation

To address the challenges faced by Amazing Skills Australia, I recommended and implemented ClickMovements/GHL along with expert services to optimize their processes.

## 1. ClickMovements/GHL CRM Setup

- **Streamlined Customer Management:** Integrated ClickMovements/GHL CRM to centralize customer data, making it easier to track and manage interactions.
- **Automated Pipeline Management:** Set up automated workflows within the CRM, enabling the CEO to move customers through the sales pipeline effortlessly. When a customer is moved from a new inquiry to a customer, automated emails and text messages are triggered at specific intervals (e.g., 10 minutes later, 30 minutes later).

## 2. Marketing Automation

- **Targeted Campaigns:** Developed and launched targeted marketing campaigns using GoHighLevel's marketing tools, reaching the right audience and increasing enrollment rates.
- **Lead Nurturing:** Implemented automated lead nurturing sequences to engage prospects and convert them into customers effectively.

## 3. Operational Efficiency

- **Automation of Manual Processes:** Automated several operational processes, reducing the need for additional staff and increasing overall efficiency.
- **Cost Savings:** By leveraging ClickMovements/GHL's flat-rate and transparent pricing model, Amazing Skills Australia avoided the high costs associated with traditional CRM solutions like HubSpot.

## 4. Comprehensive Analytics

- **Custom Dashboards and Reports:** Created custom dashboards to provide real-time insights into sales, marketing, and operational performance, facilitating data-driven decision-making.

# Results

The implementation of ClickMovements/GHL and my expert services resulted in substantial improvements for Amazing Skills Australia:

1. **Enhanced Customer Management:** Centralized and automated customer management processes reduced missed follow-ups and improved communication efficiency.
2. **Increased Enrollment Rates:** Targeted marketing campaigns and effective lead nurturing led to a significant increase in course enrollments.
3. **Operational Efficiency:** Automation of manual processes reduced the workload for existing staff, eliminating the need to hire an additional staff member.
4. **Cost Savings:** By avoiding the high costs of traditional CRM solutions, the company saved approximately \$50,000 annually.
5. **Actionable Insights:** Custom dashboards and reports provided valuable insights, enabling better strategic decisions and continuous improvement.

By implementing ClickMovements/GHL and providing expert services, Amazing Skills Australia was able to transform their business operations, achieve significant cost savings, and scale effectively. This case study highlights the profound impact of leveraging the right technology and expertise to drive business growth and operational efficiency.

**Ready to get  
started?**



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