

CUSTOMER SUCCESS STORY

Unified Customer Intelligence: Turning Customer Experience into Business Results at Pearson Brazil



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ABOUT PEARSON

Rebuilding the digital backbone of education across Latin America

~1,000

FRANCHISE SCHOOLS
SUPPORTED

10 years

OF LEGACY PROCESSES
REIMAGINED

1987

ESTABLISHED

800K

STUDENTS SUPPORTED



SUPPORTING EVERY PERSONA INVOLVED IN THE STUDENT LIFECYCLE

Connecting Every Operational Layer of Modern Education

■ **Student Enrollment**

■ **Academic Operations**

■ **Franchise Management**

■ **Sales**

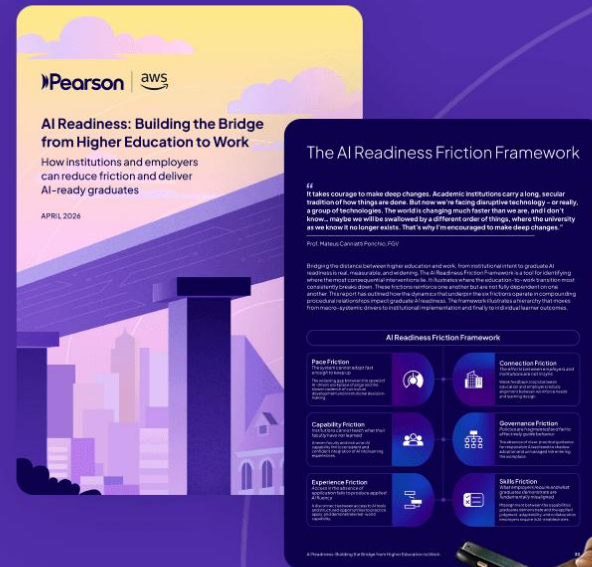
■ **Finance**

■ **Student Engagement**

Ongoing Transformation Across the Education Ecosystem

- ✓ **School Operations Consolidation**
 Unifying enrollment, academics, engagement, finance, and franchise management into one connected ecosystem
- ✓ **Multi-Persona Experience**
 Supporting secretaries, academic coordinators, teachers, sales teams, finance departments, franchisees, and students within one platform
- ✓ **Workflow Transformation**
 Reimagining legacy processes to meet the expectations of a modern, fast-moving education ecosystem
- ✓ **Future-Ready User Journeys**
 Integrating AI directly into operational flows to simplify complex daily tasks and reduce manual effort

- ✓ **No-Code Architecture**
 Enabling continuous adaptation and rapid customization across franchise operations



Thank you!