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CASE STUDY

**ENHANCING COMMUNICATION AND SECURITY:
A Case Study of MultiLine™
by Movius Implementation at
an Education Management
Organization**



An Education Management Organization (EMO) established in 2015 offers comprehensive management services to charter schools across multiple states. Their commitment to maximizing schools' potential encompasses various aspects, including operations, curriculum, finance, academics, marketing, HR, IT, and compliance. However, as the organization expanded, it faced challenges in communication privacy, security, and professionalism among its staff.

THE CHALLENGE

- **Privacy:** Teachers inadvertently exposed personal contact information to parents, leading to unwarranted calls or messages beyond school hours.
- **Boundaries:** Using personal phones blurred professional and personal life boundaries, impacting work-life balance.
- **Security:** Personal devices lack adequate security measures, raising the risk of data breaches or unauthorized access to sensitive information.
- **Consistency:** Varied communication practices among teachers resulted in inconsistencies, hindering a unified approach to parent-teacher communication.
- **Professionalism:** Using personal phones for work-related communication undermines the professional image and potentially leads to conflicts or misunderstandings.

THE SOLUTION

To address these challenges, the EMO implemented MultiLine™ by Movius, offering a range of benefits:

- **Separation of Work and Personal Communications:** Teachers could keep personal and professional communication separate, ensuring privacy and maintaining boundaries.
- **Enhanced Professionalism:** A dedicated business line conveyed professionalism to parents, enhancing credibility and trust.
- **Security:** Multiline Movius provided encryption and secure call routing, ensuring communication remained protected.
- **School Oversight:** Schools gained control over communication processes, aligning them with policies and standards.
- **Cost-Effectiveness:** Utilizing existing personal devices with Multiline Movius proved more cost-effective than providing separate devices for work and personal use.



THE OUTCOME

The implementation of MultiLine™ by Movius at the Education Management Organization yielded remarkable outcomes across various fronts. Administrators seamlessly maintained separate business lines on their personal devices, effectively preserving privacy and boundaries. Furthermore, the incorporation of encryption and secure call routing features ensured the utmost protection of sensitive school information, enhancing privacy and security measures. This transformative solution facilitated improved communication dynamics, fostering efficient collaboration among administrators, staff, parents, and stakeholders. Additionally, by enabling adherence to regulatory standards governing information handling, Multiline Movius ensured compliance, thus bolstering the organization's reputation and trustworthiness within the educational sector.

Are you facing similar challenges in your educational institution?

Visit gmi.com to discover how GMI's expertise can empower your organization.

Discover how MultiLine™ by Movius can transform your communication practices, enhance security, and elevate professionalism. Contact us today to schedule a consultation and take the first step towards streamlined, secure, and effective communication.

