



Case Study 1: PERACH

From disorder to organization: How Blossom elevated PERACH processes and provided an appetite for learning

PERACH, the Israel-based national program for social impact, had time-consuming and resource-intensive practices, often leading to inconsistencies in learning experiences. Before Blossom, the organization had disjointed processes in place to manage learning. There was a lack of structure and coordination, resulting in direct frustration with the mentors.

The company sought to elevate its learning capabilities and enhance mentors' engagement in learning programs. With Blossom, administrative tasks were automated. New mentors were onboarded and upskilled quickly—creating an appetite for continuous learning.

ABOUT CLIENT:

PERACH has been supporting underprivileged children and students since 1974. By pairing up university students who act as mentors and children with educational, emotional, and behavioral difficulties, the organization aims to enrich and improve the lives of children. University students serve as good role models and help children recognize their potential.

Today, PERACH has approximately 12% of Israel's students supporting tens of thousands of vulnerable children. With 23,000 tutors/mentors spread across 20 countries worldwide, PERACH is the largest organization of its kind.

CHALLENGES:

Although PERACH had a rudimentary LMS, the absence of structured processes or systems to oversee learning was glaring. The company heavily relied on scattered Word documents stored on computers and communication via email.

Empowering mentors with the necessary skills and tools to fulfill their roles presented a considerable challenge. The PERACH website hosted a 'knowledge center,' yet it lacked any means of actively involving their mentors. The absence of a coherent framework, effective coordination, and organized learning led to significant frustration among the mentors.

PROBLEMS SOLVED:

- With Blossom, learning management tasks such as content distribution, course tracking, and reporting are automated—reducing administrative burden
- Mentors are now onboarding more quickly and efficiently
- PERACH has a centralized platform for all learning activities, eliminating mentors working in silos and the potential for duplication
- Blossom's user-centric design and engaging features improved the appetite for learning

KEY TAKEAWAYS:

- Blossom not only fulfilled PERACH'S functionality requirements but also aligned seamlessly with their budget without compromising features
- PERACH now has a dynamic hub of knowledge that can continually evolve. Igniting the passion for learning, the team can offer a range of diverse media formats to improve engagement actively
- Transformed the mentor learning journey through high-quality training and upskilling initiatives—unlocking each mentee's potential into motivated and inspired individuals

"Blossom has changed the way we learn. It has elevated our capabilities to share our knowledge, qualify our mentors and employees, and positively impacted every user in the organization."