

Business Profile:

1 location, 1100 students, 27 instructors
Diane & Joe Barron, Co-Owners
www.barrongymnastics.com

Diane & Joe’s Challenge:

The Barrons realized that they needed to move to a web-based class management system to operate their facility more efficiently and grow their business. However, they had concerns about how their customers would react to online registration. Would they lose the personal touch and the impact that face-to-face relationships have on their business? Diane and Joe were also concerned with cost. They just weren’t sure how quickly they would be proficient with a new system and see the return on their investment.

The Solution:

Diane and Joe had heard about Jackrabbit from several other gymnastic club owners and made the decision to change despite their concerns. They had worked through Jackrabbit’s online videos and talked to Jackrabbit’s owners and support team about the details of the system so that they were well-acquainted with it when they became users.

The entire Barron staff was tremendously pleased with the improvements they saw in operational efficiencies and soon realized that customers were thrilled with the new online registration options. The co-owners also began to see more meaningful interactions between staff and families. Activities in the office no longer centered on entering data, but on teaching and talking to students.

Even when families aren’t in the gym, Barron can easily stay in touch with Jackrabbit’s mass email feature. By using emails for delivering critical information, the staff can get the business out of the way of what really matters to each student’s learning experience.



JACKRABBIT
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“The change to Jackrabbit has made a big difference in our office efficiencies. We have automated processes - like online registration - that take staff involvement out of the data entry process. Mass emails give us a way to make communication quick and easy. Our clients love it because they don’t have to ask business questions when they come into the gym.”

With any system change, you have concerns about support. We quickly learned that Jackrabbit’s customer support is very good. In fact, it is one of their strongest areas.”

Joe Barron

Jackrabbit’s Value:

- The system’s web-based format gives smaller organizations the benefits of enterprise-level security, backup and maintenance.
- Online registration helps office administration with time management and improves the accuracy of family data.
- Automated processes take owners and managers out of the data entry business and put them back in touch with their families.
- Customer support excels in bringing customers online and looking after them as they mature.



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