

Business Profile:

1 location, 266 students, 9 instructors
Terilynne Knox, Owner
www.dancedavidson.com

Terilynne’s Challenge:

Terilynne was running Dance Davidson using an out-of-date system that wasn’t geared to class management activities much less dance schools. She realized that a new management system would enable her to be much more efficient in her operations and place greater focus on teaching and choreography, but she was very reluctant to change the way she did things. After all, she doesn’t consider herself to be very technology savvy.

The Solution:

Terilynne heard about Jackrabbit’s easy-to-use and intuitive features from Dance School owners and Jackrabbit users who like the fact that the system is geared to their needs. This eased Terilynne’s apprehension of new technology and gave her the confidence to choose Jackrabbit.

Terilynne was *expecting* to more easily manage her accounts and her classes but she *wasn’t expecting* the tremendous benefits her staff and customers would realize from using Jackrabbit’s online registration. Parents absolutely love the 24/7 ability to register their children for classes and Terilynne and her staff love the ease and efficiency of the entire online registration process - from setting up classes for her website to the direct capture of registration in the Jackrabbit database without her staff’s intervention.

The recital module is one of Terilynne’s favorites because it provides her with a double-check of the recital schedule making sure students are not slated in back-to-back numbers.

The entire Dance Davidson team loves Mass Email because it enables them to send to all or to select categories within their database to provide with details they need such as costume details, class schedule changes or special event news.



“Our move to Jackrabbit has been the catalyst to very positive changes in our operations. Because of Jackrabbit, our information is more accurate, we work more efficiently and effectively and our parents are thrilled with the “modern” online options we offer.

My office time is fraught with interruptions. With Jackrabbit, I can stay at home and get my official management duties done quickly. When I come in, I can be all about my students and their families. It has been a phenomenal transition in giving me the time and tools to be manager, owner and - best of all - teacher.”

Terilynne Knox

Jackrabbit’s Value:

- The time-saving features of the system free owners and managers from their desks to spend more time with students and families.
- With the web-based format, owners can work at home and avoid office interruptions that make completing management activities challenging.
- Parents can view accounts online and answer their own questions.
- Online registration results in more accurate information, time-savings for staff and ecstatic parents.

