

Business Profile:

1 location, 635 students, 35 instructors
Michael Little, Owner
www.rainbow-gymnastics.com

Michael's Challenge:

Rainbow Gymnastics' confidence level in their previous software system had diminished. Michael Little, Rainbow's owner, decided it was time to seek out a new solution that would help them again feel secure with the software they relied on to operate their gym. After learning of Jackrabbit while attending Jeff Metzger's Boot Camp, Michael decided to give it a try.

The Solution:

From the first day, Rainbow's staff could see how easy the system was to use. Previously time-consuming tasks were reduced to a few quick clicks and attendance is now actually tracked as students stretch.

Michael initially had reservations about the security of customers' banking information with an online system, but he soon saw the high level of security safe-guarding Jackrabbit's data. Jackrabbit's entire system is stored behind state of the art firewalls and monitored 7 x 24 x 365 in a facility requiring biometrics for entry. Jackrabbit's data center is so secure that several major U.S. banks also store systems there.

Rainbow was delighted with the ease at which customers can go online to see and register for classes that are shown in real time. The staff's time spent for the registration process has been radically reduced. Parents see online registration as an invaluable convenience.

Through its Jackrabbit system, Rainbow offers automatic payment. Although it took parents some time to become accustomed to it, they soon adopted it and began to ask for it because of its convenience. Today, Rainbow requires the automatic payment option for all students.



"Jackrabbit's automated processes make us much more efficient. We are able to consistently and easily communicate with parents who are extremely happy and impressed with our convenient options. We are pleased with the system's incredible reliability and have a renewed confidence in the safety of our customers' sensitive information."

Jackrabbit has so much to offer businesses for management and growth. We already see significant improvements and anxiously await the results we'll see when we're maximizing more of the system's features."

Michael Little

Jackrabbit's Value:

- The system's automatic payment option provides parents with a convenience they can't live without and staff with a rapidly deployed tool for completing a critical process.
- Mass email keeps organizations in constant communications with customers for everything - billing and attendance issues, events and scheduling changes.
- Online registration ensures the accuracy of information and uses automation to eliminate the need for staff to be involved.



www.JackrabbitClass.com

