

### Business Profile:

650 students, 12 coaches/instructors  
Gerhard Ferreira, Managing Director  
<http://www.cgclub.co.za>

### Gerhard's Challenge:

Centurion needed a better way to organize its classes. Gerhard had heard about a system that could help him get Centurion's classes organized and streamline operations.

Despite his skepticism about the stability of web-based systems, Gerhard took the advice of several long-time Jackrabbit users and put the Jackrabbit system in place for his Centurion, South Africa gymnastics club.

### The Details:

Gerhard couldn't be more pleased with his system. Jackrabbit's web-based platform has proved its stability and accessibility to Gerhard and made him a true believer in the power, convenience and the reliability of the Internet.

Jackrabbit's rich features have helped Centurion become more organized, provide better customer service and stay in touch with customers. The system provides far more than the class organization capabilities Gerhard was originally seeking.

Gerhard immediately put many of Jackrabbit's features to work for Centurion. In fact, one of Jackrabbit's newest features was one Gerhard was quick to employ: the Unlimited Lead File. By using the Unlimited Lead File, Centurion has been able to separate inactive students from total student count into a separate file. To this file, Centurion can add good prospects such as families that come to their facility for birthday parties.

Because the Unlimited Lead File remains in the Jackrabbit system, the Mass Email feature can be used to market to the entire group or to group segments, eliminating the need to send time-consuming individual emails.



JACKRABBIT  
CLASS

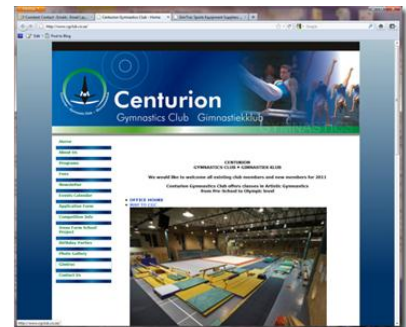


*"Jackrabbit has helped us organize our classes in a much better and more efficient way. The changes have had a tremendous impact on the services that we provide to our families. We are more knowledgeable about the details of our students and our business and can rapidly get to that information."*

*"My concerns over accessibility and security with a web-based program have been replaced with a new confidence in the Internet. I've definitely found great value in the accessibility of our information through a web browser."*

*"Jackrabbit is a fantastic program!"*

Gerhard Ferreira



### Jackrabbit's Unique Values:

- The web-based platform offers 24/7 accessibility, corporate-level security and state-of-the-art stability.
- The database structure enables all information to be entered into the system one time and accessed by all.
- Detailed management and organization of classes enables staff to provide immediate, accurate and comprehensive information to customers.
- The Unlimited Lead File and Mass Email features work together to help owners and managers create effective marketing campaigns.

[www.JackrabbitClass.com](http://www.JackrabbitClass.com)