

Business Profile:

1 location, 1100 students, 12 instructors
Kelly Gains, Owner & Big Fish
www.charlotteaquatics.com

Kelly's Frustration:

Charlotte Aquatics was experiencing so much growth that Kelly couldn't imagine continuing to manage the business with a paper and phone system. But she had initial concerns in putting a business management system in place. After all, this was her first experience with management software and she had questions: Would there be hidden costs? Would she get the good support? Would the transition be difficult? Would their parents be able to figure the system out without getting frustrated? Would the school's program director - who is a little adverse to change - be able to handle the system?

After learning about Jackrabbit at the U.S. Swim School Association Conference, Kelly did a limited beta test of 100 students that allowed her to register them for Winter session in mid-November. With that success under her belt, Kelly started with the Jackrabbit system in full force in January and did online registration on January 30th.

The Details:

Kelly quickly realized that all of her questions were answered. Her first full registration went smoothly. The system allowed Kelly to provide early registration and provided detailed statistics to keep her up to date on the status of every class.

During the registration process alone, Jackrabbit reduced the 144 hour effort that consumed three employees' time by 50% and the improvement in customer service and parental happiness during the registration process is phenomenal. Parents can immediately see class availability online and eliminate the two- to three-day wait that they previously experienced in getting responses about classes.

Online registration allows the process to be transparent for parents. They still may not get their first choice of classes but they see all class status online and know that it is not human error that has caused them not to get their first choice.



JACKRABBIT
SWIM



"Online registration was the sole reason that I implemented the Jackrabbit system. We have noticed a distinct difference in staff effort consumed by the registration process and the accuracy of registration information. Our parents are ecstatic about seeing everything online and having access to all of their information through the portal."

Jackrabbit has definitely proved itself and offered us perks that put us ahead of our competitors."

Kelly Gains



Jackrabbit's Value:

- Online registration drastically reduces time/effort it takes to complete registrations.
- Online registration provides a competitive advantage in an early and easier process.
- The system gives organization transparency in exposing all class registration details online.
- Jackrabbit makes customer service noticeably better to parents.
- Built-in email system turns communication with parents into a one-step distribution process.