

Business Profile:

Operates in 6 states: MA, NY, NJ, PA, MD, VA
4053 students with 1040 active this season
40 coaches
Robert Cowper, Director of Operations
www.firstplaysports.com

Robert’s Unique Challenge:

FirstPlay has unique requirements for its software because it is structured a little differently than Jackrabbit’s typical children’s activity center clients. FirstPlay operates facilities in several states in addition to private tennis clubs. This is why, prior to Jackrabbit, FirstPlay had tried several systems and even tried writing their own - without success.

The Details:

Robert experienced a smooth transition for FirstPlay with Jackrabbit’s amazing support guiding them through the entire process to make sure they were comfortable with the new system.

FirstPlay users required very little training to become proficient with features and saw marked improvements in operations through online and automated processes such as registration, payment and email.

FirstPlay has not had to conform to fit Jackrabbit. The system has flexibility designed into it so it can fit the unique nuances of FirstPlay’s data - without creating awkward work-arounds.

Jackrabbit has helped FirstPlay make very visible improvements that customers appreciate by enabling staff to answer questions and reschedule classes easily and quickly. The requests are often completed before the conversation ends.

Robert finds that Jackrabbit’s Reports and the Executive Dashboard are his personal favorites. Information is presented in plain language so he can get an immediate read on the status of all vital data points.

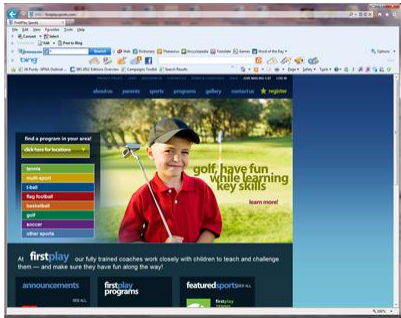


JACKRABBIT CLASS



“Jackrabbit is easy to use and easy to learn - and the price is a great selling point.

Jackrabbit is ‘always on’. The system accommodates multiple users from multiple locations. With Jackrabbit’s help, we’ve become amazingly efficient with our customers and much more knowledgeable about their needs. We have been pleased with its functionality, impressed with its flexibility and surprised by the incredible level of customer support the Jackrabbit team provides.”



Robert Cowper

Jackrabbit’s Unique Values:

- Jackrabbit is flexible so that it can conform to the unique needs of each organization.
- The system is always available to any staff member who needs to use it because it accommodates multiple users.
- Tasks that support good customer service are completed easily and quickly.
- The Executive Dashboard provides at-a-glance status checks that are truly informative and accurate.