

Business Profile:

2500 students, 80 instructors, 2 locations in Canada
Lorraine Currie, Director
www.futuresgymnastics.com

Lorraine’s Challenge:

A software crash left Lorraine with only one week to get a new data management program up and running. Lorraine sought advice from several industry leaders, carefully considered solutions offering online registration and selected Jackrabbit. Her main concern during system implementation was the gym’s data. The crash caused distress over potential data loss and an inability to convert data that was stored in that system to a new one.

Jackrabbit’s customer support worked quickly with Lorraine to rescue as much data as possible from the crashed system and migrate it into Jackrabbit. Futures Gymnastics’ staff experienced a stress-free implementation process and had a fully operational online system in a very short time.

The Details:

Lorraine and her staff had not anticipated how helpful a web-based program would be. The system enabled them to become more productive in their operational processes and more thorough and responsive in answering questions. With 24/7 access to data and easy-to-use screens, the entire staff became almost immediately proficient with the system. In a short time, they streamlined their financial reporting so that they use the Jackrabbit system to its fullest. Customers are thrilled with the ability to access their accounts and register on their schedule.

By using mass email at least once per week, Lorraine and her staff are able to stay in close contact with families. The ability to select categories of people from their database allows Futures to send very specific messages, saving lots of time by eliminating redundancies in processes.

The unlimited lead file has helped Futures enhance their marketing programs by giving them a true marketing database to use in reaching out to inactive students and new contacts.



JACKRABBIT
CLASS



“Jackrabbit saved us from potential disaster when our existing system crashed. Customer support jumped right in and rescued almost all of our data so that it could be migrated over to the new system.”

“We were completely unprepared for the power of a web-based system. It immediately turned us into a 24/7 facility and gave us the tools to provide better service to our families.”

Lorraine Currie

Jackrabbit’s Unique Values:

- Mass email feature allows close communication with families.
- Unlimited lead file feature provides a way to step up marketing campaigns.
- Web-based format makes staff more productive at tasks and more responsive to clients.
- 24/7 availability makes a tremendous difference to families.



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