

Business Profile:

1 location, 450 students, 30 instructors/coaches
Kathleen McCormick, Owner
www.gu-nj.com

Kathleen's Challenge:

Kathleen became introduced to Jackrabbit as she searched for a web-based solution for managing her gym. She had used several popular systems in the past but found them lacking in features, flexibility and robustness. After talking to some of Jackrabbit users, she decided that Jackrabbit Class was the system that could move her gym forward.

The Details:

In addition to Jackrabbit's web-based platform, Kathleen is very excited about online registration. Kathleen will be able to offer registration directly from their web pages that updates in real time as classes fill. Combine online registration with the customer portal that Jackrabbit enables her to offer and Kathleen's gym is open 24 hours a day.

Jackrabbit has helped Gymnastics Unlimited to become more efficient, present itself in a more professional way and provide better customer service to its families - and parents notice that. The auto-pay feature is a convenience for Kathleen and her staff but also for her families. Parents appreciate any monthly tasks that can be taken care of for them.

The time savings that Jackrabbit has made possible are difficult for Kathleen to quantify. Newly discovered features open up opportunities for greater efficiencies almost daily. Kathleen has definitely seen an increase in her office's professionalism and in the staff's confidence in data accuracy. Kathleen has seen Jackrabbit become a catalyst to smoothly flowing operating processes.

Kathleen has found great value in the continuous upgrades and enhancements that Jackrabbit provides. Averaging more than 180 per year, Jackrabbit leads the industry in getting new features in the hands of users.



JACKRABBIT
CLASS



"Online registration has made our lives much easier! Parents love it because lines are eliminated. They can use online registration and the portal to do everything they need to do - except drop their kids off for classes!"

Jackrabbit's Unlimited Lead File is a terrific option that actually gives us the ability to decrease our monthly costs without totally removing contacts from the system. Jackrabbit was truly thinking of the customer when developing that feature!"

Kathleen McCormick

Jackrabbit's Value:

- Online registration provides gyms with advantages over less technology savvy competitors. Parents love the freedom to register at their convenience - even if it is only convenient at midnight.
- The Unlimited Lead File is an amazing option for gyms that want to use marketing tools with inactive families and families who come in their facilities for events other than classes.
- Jackrabbit consistently added upgrades and enhancements never cause disruption. Jackrabbit never does "forklift upgrades" that can put data at risk and produce training requirements.



www.JackrabbitClass.com