

Business Profile:

900 students, 22 instructors, 1 location
Rebecca Hart, Office Manager
Suzanne Gerety, Vice President
www.kathyblakedancestudios.com

The Challenge:

Kathy Blake Dance Studios was ready to make a software change to find a business management solution that gives them powerful online registration and auto billing options, but also understands the needs of dance studios.

As office manager, Rebecca identified Jackrabbit as the solution that matched the studio’s needs and she immediately set about implementing the system so the studio could make the transition from in-house to online registration for the next season. While they were excited about what online registration offers, both Rebecca and Suzanne were still a bit apprehensive how the studio’s customer satisfaction levels might be impacted during the transition.

The Details:

The Kathy Blake Dance Studio made a seamless transition to online registration. Customer satisfaction rose as online registration gave parents flexibility and freedom in checking class availabilities and making sure that their children got registered in the classes they wanted.

Auto billing provides Rebecca and her staff with a level of power and control over their billing cycles that they weren’t quite expecting. The automated process gets payments in more quickly and accurately and saves staff from making frequent trips to the bank. Additionally, the entire staff has more time to focus on other tasks that require hands-on attention.



“Implementing Jackrabbit has been of tremendous benefit to our business because Jackrabbit understands the needs of dance studios.”

Suzanne Gerety

We had some initial anxiety over our transition away from our in-house registration process. But when we saw our customers jump in with excitement, we felt silly about our doubts. Parents are thrilled that they never have to stand in another class registration line!”

Rebecca Hart

Jackrabbit’s Unique Values:

- Auto billing shortens the cycle of collecting and depositing payments.
- Online registration eliminates the need for parents to fit class registration times into their schedules - creating 24/7 registration access.
- Records are more accurate because online registration eliminates data entry and the potential for human error.
- Mass email keeps lines of communication open between the studio and parents.

Rebecca and Suzanne have greater freedom to leave their desks to interact with students and families to develop those all-important personal relationships that make a tremendous difference in customer retention and referrals.



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www.JackrabbitDance.com